The University of Southern Queensland

Course Specification

<table>
<thead>
<tr>
<th>Description: Export Management</th>
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<tr>
<td>Subject</td>
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<tr>
<td>MKT</td>
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Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080311

STAFFING
Examiner: Les Brown
Moderator: Graham Jocumsen

PRE-REQUISITES
Pre-requisite: MKT 2002

RATIONALE
The current and future status of the Australian economy depend greatly upon overseas trade, particularly improved balance of payments through increased exports. Australia's domestic market is too small to support efficient primary, secondary and tertiary sectors by itself. Understanding the mechanisms of export marketing and the skills in using export techniques are essential for private and government sectors, if the existing living standards are to be maintained and improved. The course aims to develop the skills in exporting that are required to improve Australia's competitive position in world markets.

SYNOPSIS
The course enables students to understand and apply in a given situation the pragmatic essentials of the paperwork, communications, organisation and planning, finance and insurance of export ventures in order to manage the risks associated with exporting. This course is seen as a valuable practical supplement to such courses as International Marketing. For students wishing to qualify for a Diploma of Exporting from the Australian Institute of Export in addition to their Bachelor of Business degree, this course is one of the requirements. However, granting of the Diploma will in future be contingent upon approval from the Institute.

OBJECTIVES
Upon completion of this course, students will be able to:
• evaluate export opportunities and export regulations;
• understand the fundamentals of the international legal environment as it applies to exports;
• understand and use various methods of export finance and export credit and be able to quote export price (basis and terms);
• manage foreign exchange and commercial risk in export transactions;
• understand the documentary flows and the role of EDI in exporting with particular reference to title change;
• demonstrate an understanding of marine cargo insurance;
• understand the logistics of distribution, storage and packing for both sea freight and airfreight modes;
• describe the role of the Government and E.F.I.C. and of other support agencies in assisting exporters.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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</thead>
<tbody>
<tr>
<td>1. Definition of Exporting</td>
<td>5.00</td>
</tr>
<tr>
<td>2. International Legal Environment</td>
<td>15.00</td>
</tr>
<tr>
<td>3. Financial Management for Exporters</td>
<td>25.00</td>
</tr>
<tr>
<td>4. Property Risk Management for Exporters</td>
<td>25.00</td>
</tr>
<tr>
<td>5. Documentation for the Export Transaction</td>
<td>25.00</td>
</tr>
<tr>
<td>6. Assistance to Exporters</td>
<td>5.00</td>
</tr>
</tbody>
</table>

**REFERENCE MATERIALS**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

All major banks (including Commonwealth, Westpac, ANZ and National) have publications on export finance which are available through their international department.

Other publications by Austrade, Customs, other government departments, International Chamber of Commerce, banks, financial institutions, professional bodies, industry assoc, international organisations.

Multinational accounting firms, advertising agencies, professional journals, authorities in export markets, freight forwarders, etc, as required for the project.

The National Industry Extension Service (NIES) produces a bi-monthly publication C'OZ which is available through its regional offices.

Austrade has produced many booklets on export related activities of which, Exporting and Quoting for Export Business are two., Check your nearest Austrade office for a recent list of publications.

Overseas Trading, Australian Business Monthly, Bell Publishing Group and Austrade.

**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Study</td>
<td>105</td>
</tr>
<tr>
<td>Report Writing</td>
<td>45</td>
</tr>
</tbody>
</table>

**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROJECT WORK</td>
<td>60.00</td>
<td>60.00</td>
<td>Y</td>
<td>22 Oct 2002</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(see note 1)</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>40.00</td>
<td>40.00</td>
<td>Y</td>
<td>END S2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(see note 2)</td>
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**NOTES:**

1. Project work - minimum 5,000 words.
2. You will be notified of the official examination date when the scheduling is finalised.

**OTHER REQUIREMENTS**

1 To obtain a passing mark in this course students must normally obtain a passing mark for the assignments in aggregate; and obtain a passing mark for the final examination. Further information regarding assessment of the course may be found in the Introductory Book.
2 The due date for an assignment is the date by which a student must dispatch the assignment to the University, and is normally that defined in the relevant course specification. The onus is on the student to provide, if requested, proof of date of dispatch.
3 Students may apply for an assignment extension either by application through DEC before the due date or by including application with the submitted assignment after the due date. Such applications should be in writing and include supporting...
documentary evidence. The authority for granting extensions rests with the relevant Course Coordinator. The extension policy for this course tries to be fair to all students who organise their work and family commitments to submit their assignments by the due date, and those few students who cannot do so through unforeseen and uncontrollable circumstances. If an assignment is late, up to one week's extension may be granted if a signed statement with supporting documentation is sent with the assignment proving that an unforeseen and uncontrollable extenuating circumstance caused the delay, for example, unusual and unpredictable work or family commitments. If this statement and documentation does not show that unforeseen and uncontrollable extenuating circumstance were present for the days claimed, then the normal reduction in marks for a late assignment of 20 percent per day, will apply. Extensions beyond one week will not be allowed unless express permission is obtained from the Course Leader before the date that the assignment is due. Extensions beyond one week are extremely rare because model answers may start to be distributed to students after one week. The Course Leader shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: - the date the medical condition began or changed; - how the condition affected the student's ability to study; - when it became apparent that the student could not submit the assignment. In the case if an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: - the date the student's personal circumstances began or changed; - how the circumstances affected the student's ability to complete the assignment; - when it became apparent that the student could not complete the assignment. In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: - the date the student's employment began or the conditions of employment changed; - how this prevents the student from completing the assignment.

4 Students must retain a copy of all assignments, which must be provided if/when required by the Course Leader.

5 Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.

6 Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.