



ICM

International Trade

Course Handbook



SETTING GLOBAL STANDARDS

For Business & Management Education

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The Institute of Commercial Management

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1 Introduction

The purpose of this Course Handbook is to provide you with general information about studying with the Institute of Commercial Management (ICM). This Handbook should be read in conjunction with other Guidelines available on the ICM website. The early pages of this Handbook provide general information about ICM and its programmes. Later sections give details about the equivalency of ICM Certificate (NQF* Level 4 qualifications), Diploma (NQF Level 5 qualifications), Advanced Diploma (NQF Level 6 qualifications), Graduate Diploma (NQF Level 6 qualifications) and Post Graduate Diploma Awards (NQF Level 7 qualifications). Please note that not all Levels are available for all programmes. The material in this Handbook is as accurate as possible at the time of production.

*NQF: the UK National Qualifications Framework

2 The Institute of Commercial Management (ICM)

Established in the early 1970s, the Institute of Commercial Management provides academic and vocational qualifications which are well recognised globally.

In its capacity as a course developer and an examining and certifying Board, the Institute offers a wide range of professional and vocational awards in Business, Management and related vocational areas.

ICM programmes are designed to address the personal development and training needs of those wishing to enter the commercial sector and to support the continued development and workplace flexibility of those already in employment.

ICM's global services include the design, development and certification of business education and training programmes for education providers; the development and certification of tailored education and training programmes for the corporate sector, emerging industries and the global workforce and the examination, assessment and certification of students undertaking business, management and related vocational education programmes.

An acknowledged specialist in the design and development of progressive, practical and multi-functional programmes of study, the Institute works with a range of public and private sector clients including universities, business schools, colleges, training providers, International Development Agencies, government agencies and local authorities.

ICM provides examinations in more than 200 subject areas ranging from accounting and finance to tourism and hospitality and from marketing and advertising to project management and examines and certifies candidates to an internationally consistent standard.

3 ICM Articulation Agreements with Universities

The Institute has formal partnership arrangements with universities in the UK and overseas. A full list of progression routes from ICM qualifications into Undergraduate and Post Graduate courses at UK Universities is available from the ICM website.

Established articulation arrangements provide direct access to the second and final years of a wide range of BA/BSc degrees for ICM Diploma qualifications (Level 5 Diploma) and

Advanced Diploma qualifications (Level 6 Diploma). Access to Masters programmes also exist for those with ICM Graduate Diplomas (Level 6) and ICM Post Graduate Diplomas (Level 7). In addition, ICM Certificate (Level 4 Diploma) holders may be eligible for entry to year 1 of appropriate degrees.

Subject to status and grades obtained, students holding ICM Diploma qualifications at levels 4, 5, 6 and 7 are accepted onto Undergraduate and Post Graduate degree programmes offered by institutions in continents across the globe.

Our strategic partners have agreed that students can enter their degree programmes with Advanced Standing, provided they possess the right Grade profile and are able to meet other admissions criteria, such as language competence. The stated grade and points requirements may be subject to local variations.

Entry to the First Year

Application for entry to the first year of a relevant degree programme will be considered for those students who hold a relevant ICM Certificate Level Award.

Entry to the Second Year

Application for entry to the second year of an Honours degree programme will be considered for students who have passed a relevant ICM Diploma (Level 5) programme and have met the following requirements:

- obtained at least 24 Points from 8 subjects leading to the qualification
- obtained at least a Grade C in all subjects in the Diploma

Entry to the Final Year

Students who have passed a relevant ICM Advanced Diploma (Level 6 Diploma) programme will be considered for final year entry if they have achieved the following:

- obtained at least 32 Points from 12 subjects leading to the Advanced Diploma
- obtained at least a Grade C in all subjects in the Advanced Diploma

Entry to the Post Graduate Year

Students who have passed a relevant ICM Graduate Diploma (Level 6 Diploma) programme will be considered for entry to Masters programmes if they have achieved the following:

- obtained at least 12 Points from the final 4 subjects leading to the qualification
- obtained at least a Grade C in all subjects in the Graduate Diploma

Converting ICM subject grades into points

The following rules apply in relation to converting ICM subject grades into points:

- an 'A' grade is awarded 6 points
- a 'B' grade is awarded 4 points
- a 'C' grade is awarded 2 points
- a 'D' grade is awarded 0 points

Progression Routes

Students wishing to progress to degree programmes should review the range of courses available at our partner Universities. Information on appropriate university courses can be obtained from our website.

The Institute's qualifications are also recognised by leading professional examining bodies for either subject exemption or registration purposes. Further details can be obtained from the appropriate examination bodies.

4 Learning, Teaching and Assessment Strategy

Tuition in preparation for the Institute's examinations takes place on a number of levels, including lectures, seminars, class discussion and problem review and analysis.

Formal lectures provide a foundation of information, which students build on through directed learning and self-managed study outside the classroom.

Students are actively encouraged to form study groups to discuss course material, fostering a greater depth of learning experience.

4.1 Assessment

Assessment for the majority of programmes is based on final examinations. The Institute has a traditional approach to assessment. Formative assessment is provided by ICM Teaching Centres as and when appropriate and may include; essays, in-class tests, role play exercises, presentations and projects. However, in terms of gaining a professional qualification, and in order to maintain standards, ICM believes that students should be formally assessed on the body of knowledge covered during the course and be examined as individuals on the required learning outcomes.

4.2 Student Workload

In accordance with nationally accepted codes of practice in the UK, each 20 credit unit represents a total of approximately 200 hours of learning. Typically, each ICM award at undergraduate level comprises four units of 20 credits each. Students must complete four units at each level leading to the awards of Certificate (Level 4 Diploma), Diploma (Level 5 Diploma), Advanced Diploma (Level 6 Diploma) and Graduate Diploma (Level 6 Diploma). Thus, for example, in order to gain an ICM Advanced Diploma, a student must have completed the Certificate, Diploma and Advanced Diploma stages. The Post Graduate Diploma (Level 7 Diploma) consists of 120 credits divided into six units.

The learning hours for each unit are subdivided into appropriate categories of learning opportunities, such as lectures, seminars, preparation time, directed study, time spent on assessment items and exam preparation. At least one quarter of this time is usually devoted to formal contact time.

A further one quarter of this time is related to directed learning. The balance of workload is comprised of individual, self-managed student learning and revision.

Note that for a unit delivered in standard mode, the ICM examinations calendar accommodates a teaching year of approximately 2 x 20 teaching weeks, and four weeks of revision/end of year assessment.

Furthermore, each unit is assigned to a particular 'Level', with each Level corresponding to the group of subjects contained within the programmes leading to the award of a Certificate (Level 4 Diploma), Diploma (Level 5 Diploma), Advanced Diploma (Level 6 Diploma), Graduate Diploma (Level 6 Diploma) or Post Graduate Diploma (Level 7 Diploma).

5 ICM Qualifications and Progression

Understanding your qualification is important and the following guidelines outline how ICM qualifications fit within the UK National Qualifications Framework and support vocational learning.

ICM has benchmarked its qualifications against the UK National Qualifications Framework (NQF). In recognition of the NQF levels and with reference to appropriate National Occupational Standards, the Institute has produced the following level descriptors which should be read in conjunction with the table provided in section 5.6.

5.1 ICM Certificates (equivalent to NQF Level 4 Diplomas)

ICM Certificates are awarded to those who have passed Part 1 (the first four or five subjects, depending on the course) of an ICM Diploma programme. See below for ICM Diploma Entry Requirements. ICM Certificates represent a level of qualification that recognises the ability to gain, and where relevant apply a range of knowledge, skills and understanding.

ICM Certificate holders should be able to display competence in the application of knowledge in the performance of a range of work activities, some of which may be routine and predictable with some being complex or non-routine.

Learning at this level involves gaining knowledge and skills appropriate for individuals working semi-independently, or receiving basic supervision and training from others in their field of work.

Students should begin to develop a degree of individual responsibility or autonomy in their study as well as the ability to collaborate with others, for example through participation in work groups or teams.

Successful completion of the ICM Certificate enables entry to the first year of appropriate degree programmes at a range of Universities. For a complete list of progression routes please refer to the website.

5.2 ICM Diplomas (equivalent to NQF Level 5 Diplomas)

Entry to an ICM Diploma programme requires completion of secondary education or an equivalent and recognised programme of study.

ICM Diplomas represent a level of qualification which recognises the ability to gain, and where relevant apply a range of knowledge, skills and understanding.

ICM Diploma holders should be able to display competence in the application of knowledge in a broad range of varied work activities performed in a wide variety of contexts, most of which are complex and non-routine.

Learning at this level involves obtaining detailed knowledge and skills appropriate for people working independently, or providing basic supervision and training of others in their field of work and people wishing to go to University.

Progression is available from the ICM Diploma to the second year of relevant degree programmes at a range of Universities. For a complete list of progression routes please refer to the website.

5.3 ICM Advanced Diplomas (equivalent to NQF Level 6 Diplomas)

Entry to an ICM Advanced Diploma programme requires completion of the ICM Certificate and Diploma in the selected programme. Students holding other relevant and equivalent qualifications which contain ICM Diploma subjects could qualify for entry as well as subject and Level exemptions.

ICM Advanced Diplomas represent a level of qualification which involves specialist learning and detailed analysis of a high level of information, knowledge and skills in a specified area of work or study.

Students undertaking an ICM Advanced Diploma should demonstrate the depth of knowledge and understanding of an area of work or study to enable them to formulate solutions and responses to complex problems and situations.

ICM Advanced Diplomas are appropriate for people working in positions such as Senior Supervisors, Professionals or Managers. These individuals need to demonstrate significant levels of knowledge, a high level of work expertise in job roles and competence in managing and training others. Learning at this level is appropriate for people working in technical and professional jobs, and/or managing and developing others.

The ICM Advanced Diploma is equivalent to NQF Level 6 and in terms of level and credit value these qualifications are comparable to UK Intermediate Higher Education qualifications such as HNDs, Diplomas of Higher Education and Foundation Degrees.

Progression is available from ICM Advanced Diplomas to the final year of relevant degree programmes at a range of Universities. For a complete list of progression routes please refer to the website.

5.4 ICM Graduate Diplomas (equivalent to NQF Level 6 Diplomas)

Entry to an ICM Graduate Diploma programme requires prior completion of the ICM Diploma and Advanced Diploma in the selected programme.

Advanced Standing and Exemptions: Students holding relevant degrees and equivalent qualifications which contain ICM Certificate, Diploma and Advanced Diploma subjects could qualify for entry as well as subject and Level exemptions.

Students at this level study highly developed and complex levels of knowledge enabling the development of in-depth and original responses to complicated and unpredictable problems and situations.

Learning at the Graduate Diploma level involves the demonstration of high level specialist professional knowledge appropriate for senior professionals and managers. Indicative competencies involve the application of a range of fundamental principles across a wide and often unpredictable variety of contexts as well as the ability to perform technical or professional work activities in a variety of contexts with a substantial degree of personal responsibility and autonomy.

A qualification at this level is appropriate for people working as knowledge-based professionals or in professional management positions. This qualification is equivalent to a Bachelors degree, and progression is available from the ICM Graduate Diploma to Post Graduate programmes such as Masters degrees.

5.5 ICM Post Graduate Diplomas (equivalent to NQF Level 7 Diplomas)

Entry to an ICM Post Graduate Diploma programme requires completion of an ICM Graduate Diploma, another Level 6 award, or a degree level qualification in an appropriate discipline.

Refer to Section 6 for Advanced Standing arrangements for mature candidates.

Students at this level of study should display a mastery of high level knowledge and skills and have professional and research-based skills.

This qualification is equivalent to two thirds of a Masters degree (MBA or MA) and advanced standing can be given onto a range of Masters degrees. For a complete list of progression routes please refer to the website.

5.6 Relative Positioning of ICM Qualifications

The following table gives an indication of the relative positioning of ICM awards, compared with other types of qualifications and levels. Reference is made to levels in the UK National Qualifications Framework and example qualifications at each level. In addition, the final column in the table (FHEQ) shows the 'equivalent' qualifications commonly being developed and delivered in the University sector. For example, these indicate that the ICM Advanced Diploma equates to an intermediate level award (in terms of credit accumulation this ICM qualification equates to a Higher National Diploma). Furthermore, the ICM Graduate Diploma equates to a Bachelors degree level qualification and the ICM Post Graduate Diploma equates to a Masters degree level qualification.

Relative Positioning of ICM Qualifications

National Qualifications Framework (Levels and example vocational qualifications)	Framework for ICM Levels	Framework for Higher Education Qualification Levels (FHEQ)
Level 7 Professional Diploma in Translation	ICM Post Graduate Diploma (Level 7 Diploma)	M (masters) , Masters degrees, Post Graduate certificates and diplomas
Level 6 Diploma in Management	ICM Graduate Diploma (Level 6 Diploma)	H (honours) Bachelors degrees (BSc/BA)
	ICM Advanced Diploma (Level 6 Diploma)	I (intermediate) Diplomas of higher education, foundation degrees, Higher National Diplomas
Level 5 BTEC Higher National Diploma in 3D Design	ICM Diploma (Level 5 Diploma)	C (certificate) Certificates of higher education
Level 4 Certificate in Early Years Practice	ICM Diploma (Level 5 Diploma)	
Level 3 Certificate in Small Animal Care NVQ in Aeronautical Engineering A levels		
Level 2 Diploma for Beauty Specialists NVQ in Agricultural Crop Production GCSEs Grades A*-C		
Level 1 Certificate in Motor Vehicle Studies NVQ in Bakery GCSEs Grades D-G		
Entry – e.g. Entry Level Certificate in Adult Literacy		

6 Student Registration & Course/Level Entry Requirements

6.1 Student Registration

In order to undertake any ICM examination candidates must be Registered ICM Student Members.

Student Membership can be obtained by completing the appropriate Student Registration Application form and returning the form and the Student Registration Fee to the Institute. Details of Student Registration Fees can be found on the ICM website.

The Student Registration fee is valid for one year and can be renewed annually.

Important Note: All students wishing to register for any ICM Advanced Diploma programme or above, MUST complete and attach an Academic History form to their Student Registration form. Copies of all qualifications and Awards obtained by the student must also accompany the Academic History form.

The Academic History form is used to ensure that students are qualified to commence their studies at the Level they have selected.

6.2 Student Registration Fees

Student Registration fees for standard ICM Awards and programmes are based on the country in which you will undertake your examinations. The current fees levels are as follows:

Group 1: If you are based in Europe, and EU Member State, North America, a Gulf State, India, the Middle East, Australasia, Singapore, South Africa, China, Hong Kong or Malaysia your Registration Fee will be £50.00 Pounds Sterling.

Group 2: If you are based in sub-Saharan Africa, Central or South America, Pakistan, Bangladesh, the Caribbean or North Africa your Registration Fee will be £25.00 Pounds Sterling.

Group 3: A special rate exists for students in countries which have (a) emerged from conflict (b) countries in which the general population is subject to great poverty and (c) countries in which the UN acknowledge that the level of economic activity and national per capita income is unacceptably low.

6.3 Course/Level Entry Requirements

ICM professional programmes are structured in 'Levels'. These Levels are designed to provide a structured and progressive level of knowledge.

All students are required to commence their studies at the Diploma Level of all programmes unless they are able to claim subject-for-subject or Level exemptions.

Subject-for-subject exemptions can be applied for if the student has (a) been examined, in the subject, by another recognised Awarding body and (b) has passed the examination/s set by the alternate body.

The Institute operates an 'Open Entry' policy in respect of most of its Diploma Level vocational programmes, subject to appropriate work experience, but prospective students should note that the following qualifications are recommended for those wishing to undertake ICM Diploma Level programmes:

Entry to an ICM Diploma Level Programme (NQF Level 5)

Entry to an ICM Diploma programme requires completion of secondary education or equivalent. For example:

- One GCE A-level plus three GCSEs (or equivalents) or 5 GCSEs
- A suitable BTEC National Award
- Any qualification equivalent to one or more of the above

The minimum age for registration for the majority of programmes is 18. Applicants over the age of 20 who do not hold one of the recommended entry qualifications may also register for some Diploma Level programmes providing they have been in full-time employment for a minimum of two years and can produce a letter from their employer to confirm this.

Entry to an ICM Advanced Diploma Programme (NQF Level 6)

Entry to an ICM Advanced Diploma programme requires completion of the ICM Diploma Level of the selected programme.

Entry to an ICM Graduate Diploma Programme (NQF Level 6)

Entry to an ICM Graduate Diploma requires completion of the ICM Diploma and Advanced Diploma in the selected programme.

Entry to an ICM Post Graduate Diploma Programme (NQF Level 7)

Registration for an ICM Post Graduate Diploma is accepted from those:

- who have completed an ICM Graduate Diploma
- who hold any Level 6 business or management Award
- holders of business and management degree level qualifications

Mature Candidates. Applications from those over the age of 25 who do not meet the standard Entry Requirements will also be considered providing they:

- Are over the age of 25
- Have been in employment for 5 years – a letter of support is required from the applicant's employer; and
- Hold a management or senior supervisory position

7 Examinations and Results

7.1 Examinations

In order to achieve a consistent global standard the Institute sets all examination papers and all candidate scripts are returned to the Institute for marking.

Invigilation of examinations is undertaken either by external Invigilators who are appointed by the Institute or by the British Council. Examinations are held in March, June, September and December and the Examination Timetable can be found on the ICM website.

Candidates must be registered and paid-up Student Members of the Institute at the time they undertake their examinations. Examination papers are securely distributed to ICM Approved Centres and scripts are assessed and moderated in the UK by ICM Appointed Examiners.

Full details of Examination dates can be found on the ICM website.

7.2 Examination Entry Fees and Forms

Examination Entry fees are shown on the appropriate Examination Entry form for the subject/programme you are undertaking. In general, the standard Examination fee is £26.00 Pounds Sterling per subject. There are however some specialist programmes where a higher subject fee may be payable. If you have any queries relating to fees please contact your Teaching Centre.

In order to undertake any ICM Professional or Single Subject examination you must be a Registered and paid-up ICM Student Member.

To enter for an examination you need to complete the relevant Examination Entry form and submit it to the Institute.

7.3 Examination Timetable

ICM examinations take place four times each year, in March, June, September and December. The Timetable for each year states the Closing Date for receipt of entries for each examination Series. Please visit the website to view the ICM examination timetable.

7.4 Examination grades and re-marking

You can request that your examination script is re-marked if you are unhappy with your result.

The fee for this is £35.00 Pounds Sterling per script. The Institute operates a triple marking and moderation system. In the event that the moderator increases the original marks awarded, the fee for re-marking your script will be refunded to you. Should the Grade awarded remain the same, you will be issued with a full Examiner's Report detailing your examination performance. The Institute retains answer scripts for a maximum period of six months. Examination scripts/answer books are not returned to candidates under any circumstances.

7.5 Examination re-sits

Although ICM Examinations are held every twelve weeks it should be noted that it takes an average of twelve weeks to mark the scripts after each Examination Series.

If you sit, for example, for one or more subjects in March you will not receive your results until June. This means that if you were to fail a subject in March, you would not be able to re-sit the subject in June, as you will have missed the Closing Date for the June Series.

Our advice is that you try to split your subject examinations between two consecutive Examination Series e.g. If your programme has four subjects you could take two subjects in one series and two in another series.

On this basis, were you to fail one subject in March you would be able to re-sit it in September, giving you plenty of time for revision.

7.6 Examination Closing Dates

There is a Closing Date for receipt of Examination Entries and candidates entering for examinations must ensure that their completed Examination Entry forms and fees reach the Institute before the Closing Date for each Examination Series. Examination Timetables indicate the closing date for receipt of entries for each sitting and this information also appears on the ICM website. Entries received after the Closing Date are automatically carried forward to the next Examination Series.

7.7 Examination Results

Results are distributed within twelve weeks from receipt of scripts. Candidates are advised not to telephone the Institute for results as this information is confidential and cannot be disclosed over the telephone.

7.8 Examination Grades

Should you wish to re-sit any examination to improve your previous Grade, please note that the latest Grade you obtain will stand.

7.9 Transcript of Academic Results

You may request a transcript of your Academic Results, however please note there is a charge of £15.00 Pounds Sterling for each Award transcript requested.

7.10 Replacement Certificates

Replacement certificates are available on payment of a fee of £20.00 Pounds Sterling per certificate. Please include your Student Registration Number together with your current postal address and indicate which certificate is required.

7.11 Deferrals

There is a fee of £15.00 Pounds Sterling per subject should you wish to defer your examinations to another Series for health or for any other reason. If you are unable to undertake your examinations, it is essential you advise ICM before the appropriate examination date, otherwise the full entry fee of £26.00 Pounds Sterling will be applicable. Please note that you may only defer examinations on one occasion. The full entry fee of £26.00 Pounds Sterling per subject will become due if you defer on more than one occasion.

7.12 Subject Exemptions for Professional Programmes

Students holding relevant recognised qualifications from other professional bodies or recognised Higher Education institutions may apply for Subject Exemptions, on a subject-for-subject basis. It may also be possible, subject to qualifications held, to obtain exemption from a Level within a programme. Documentary evidence is required before any decision can be made in connection with the granting of Subject/Level Exemptions. No exemptions are given for case studies or assignments. Internally awarded school certificates and diplomas **are not accepted for exemption purposes.**

7.13 Single Subject Candidates

Registered ICM students who do not want to complete a full ICM programme may study individual subjects. Single Subject candidates receive a Single Subject Diploma on successful completion of the relevant subject examination. Single Subjects qualify, on a subject-for-subject basis, for subject exemptions from ICM professional programmes.

- Note:**
1. Case Studies, Assignments and Projects, including ALL subjects in any Post Graduate programme, do not qualify for Single Subject Awards.
 2. A student who undertakes, on a Single Subject basis, subjects within a Diploma, Advanced Diploma, Graduate Diploma or Post Graduate ICM programme will not be entitled to a professional Award unless they are exempted from or have completed all lower Levels of that Award.
 3. In order to comply with UKBA requirements, overseas students studying in the UK (excluding those from EU countries) are not permitted to undertake Single Subjects and must undertake a professional programme.

8 Subject advice, educational guidance and student support

You are expected to be independent and to take responsibility for your own academic and personal life. However, your study centre should also provide appropriate help and assistance. Your tutors will direct your studies and ensure that you know what work you need to cover in any given unit. Seek advice from academic staff either during or after class or try to see them during their office hours.

8.1 Study Methods

Teaching Centres are provided with a detailed syllabus and reading list for each subject area. Each Unit Syllabus clearly defines the areas that you will be required to cover for each subject and your examination questions will be based on the areas and topics detailed for

each unit. It is important to ensure that you obtain a copy of each unit syllabus from your Teaching Centre. Alternatively, this information can be obtained online at www.icm.education, in the 'Single Subject' section.

Each Unit Syllabus is normally linked to one main textbook and the examiners base their questions on the contents of the nominated core text.

The Unit Syllabuses also give details of 'Alternative Texts' and texts recommended for further reading. It is advised that you should refer to the 'Alternative Texts' in order to develop your skills and broaden your knowledge of the subject area.

8.2 Payment Methods

For our accepted methods of payment, please refer to the ICM website: www.icm.education

8.3 Choosing your course of study

As an ICM Student Member you can work towards obtaining either a recognised Professional qualification or study for one or more of the 200 Single Subject Awards from the list of subjects offered by the Institute. The choice is yours.

8.4 ICM Approved Centres

Tuition leading to the Institute's examinations can only be provided by Institutions which have been granted ICM 'Approved Centre' status. Please note that some ICM Teaching Centres specialise in particular subject areas and not all ICM Centres will necessarily offer tuition for every ICM course programme. Visit the website to find an ICM Approved Centre near you.

9 Textbooks

The recommended textbooks for each subject are shown on each subject syllabus. Examiners base their questions on the contents of the recommended texts and it is therefore important for you to ensure that you have access to the appropriate texts. You can obtain the full list of books available to purchase from ICM and/or place orders by either contacting your Centre or complete the Book Order Form and send it to ICM's Book Sales Manager at: info@icm.education .

10 Students with specific learning difficulties

If you are diagnosed with a specific learning difficulty you may be granted special arrangements for your examination/s. We will require a copy of an Assessment Report issued within the last three years. The amount of additional time and any other arrangements will be determined on the basis of the Report relating to your circumstances. It is possible that you may be granted permission to use a computer or laptop without internet connection in your examinations.

11 Copies of past examination papers and other forms of assessment

The ICM website, www.icm.education, provides a database of recent examination papers, assignments and Case Studies. These can be found in the Student Resources section of the website.

12 Unit Information

Continuing expansion in World Trade has led to an increase in management career opportunities for those with the relevant knowledge, ability and commercial experience in International Trade.

This two part business programme provides, at certificate level, the knowledge necessary for the administration of an import/export office. The diploma level is designed for those who, having gained relevant practical experience, seek a senior appointment as an Export Sales Manager or Export Sales Director.

12.1 Programme Objectives

This programme provides students with the practical skills and knowledge required for export/import office duties, documentation, export/import procedures and the handling of orders. The knowledge gained is designed to ensure that on completion of the course students are able to undertake export/import clerical duties with confidence.

On completion of both the Certificate and Diploma levels, graduates who have gained suitable practical experience should be able to:

- establish, organise and control an Export Department on behalf of a company
- identify new markets and develop entry and distribution strategies
- appreciate the macroeconomic differences between countries
- develop their own international trade operation.

12.2 Recommended Course Duration

To help calculate the duration of the programme, please refer to section 4.2 entitled 'Student Work Load'. It is expected that a student will need at least 12 months of full-time study at an ICM Approved Centre (6 months for each level) to complete this programme.

12.3 Examination Grades

Grade A – Distinction	70% and above
Grade B – Credit	60% to 69%
Grade C – Pass	50% to 59%
Grade D – Marginal Pass	40% to 49%
Grade F – Fail	39% and under

Certification

On successful completion of all the examinations in Part 1 students are awarded the ICM Certificate in International Trade and on successful completion of all the examinations in Parts 1 & 2 students are awarded the ICM Diploma in International Trade.

12.4 Continuing Education

The Diploma in International Trade will serve as an excellent route for students who ultimately seek full professional status and will provide first class underpinning knowledge for the mainstream UK based degrees in international business.

13 Course Structure

The Diploma in International Trade – Part 1

- 1 Business Management & Administration
- 2 Economics for Business
- 3 International Business Communications
- 4 International Marketing
- 5 International Trade & Payments I

The ICM Certificate in International Trade is awarded on completion of all 5 subjects in Part 1

The Diploma in International Trade – Part 2

- 6 Export Practice & Management
- 7 International Marketing Research
- 8 International Trade & Payments II
- 9 International Trade & Transport
- 10 The International Business Environment

The ICM Diploma in International Trade is awarded on completion of all 10 subjects in Part 1 and Part 2

13.1 Unit Syllabuses

Syllabuses for this programme are contained in the following sections.

13.1.1 Business Management & Administration Syllabus

Unit Title	Business Management & Administration
Unit Code	BMA-0605
Level	4 Diploma
Credits	20
Unit Leader	GW
Pre-requisites	

Main Aim(s) of the Unit:

The unit introduces the student to a range of studies which are useful in understanding people in the workplace. It examines the concept of management within the global business environment and through the appraisal of business cases, a variety of approaches are considered.

The unit prepares students for their likely future roles as managers in organisations. It encourages them to synthesise knowledge and experience gained in other units by considering competing perspectives on the nature of management. It encourages them to reflect upon the contribution that they might make as individuals to the management process, and to explore their own skills as potential managers, within the context of their peer group. The unit touches practical, moral and ethical dimensions of the management role and examines the key problems and dilemmas that may emerge for stakeholders in contemporary organisations.

Main Topics of Study:

The Organisational Background to Business Administration

The Management Framework to Business Administration

- ▶ What are business administration and management?
- ▶ The board of directors
- ▶ Functions within an organisation
- ▶ The 'systems' approach to organisation
- ▶ Planning-control feedback cycles

Characteristic Features of Organisations

- ▶ The structure of organisations and the need for authority
- ▶ The features of bureaucratic and non-bureaucratic organisations
- ▶ Traditional principles and types of organisation
- ▶ More about systems and subsystems

The Structure of Business Enterprises

- ▶ The pattern of organisations
- ▶ Business types including; sole-trader enterprises, partnerships, limited partnerships, the limited liability company, non-profit-making units (clubs and societies), public enterprises
- ▶ Public sector organisations; autonomous public corporations, nationalised industries, local government institutions, central government departments

Functions within Organisations

The Production Function

- ▶ The production process and types of production
- ▶ Site selection and factory planning
- ▶ Plant and equipment
- ▶ Materials and materials handling
- ▶ Production administration
- ▶ Costing aspects of production

- ▶ Work study
- ▶ Maintenance and production
- ▶ CAD, CAM and CIM

The Purchasing Function

- ▶ The nature of purchasing and the role of the purchasing officer
- ▶ Purchasing department procedures, inventory control, stores control and economic order quantity

The Research and Development Function

- ▶ The functions of the research & development department
- ▶ Basic research
- ▶ Problem-based research
- ▶ Ideas generation
- ▶ Applied research and development
- ▶ Patents, trade marks and service marks
- ▶ Research and development in the business organisation

The Marketing Function

- ▶ Introduction to marketing and the marketing philosophy
- ▶ Market analysis and research
- ▶ Promotion, publicity and public relations
- ▶ Pricing policy
- ▶ Credit control
- ▶ Sales administration
- ▶ Transport and distribution (logistics)
- ▶ Export marketing

Personnel Department

- ▶ The need for staff
- ▶ The functions of the personnel department and a personnel policy
- ▶ Employee records
- ▶ Promotion, transfer, termination and dismissal
- ▶ Industrial relations practice
- ▶ The remuneration of staff

The Administrative Officer's Role

Office Administration

- ▶ The role of the administrative officer
- ▶ Facilities management – the 'new-look' office administrator
- ▶ The office and its functions
- ▶ The clerical function, business correspondence, mail inwards, mail outwards, systems for producing business correspondence
- ▶ Meetings, conferences, functions and delegation

Other Responsibilities of the Administrative Officer

- ▶ The organisation and methods department
- ▶ Security aspects of business
- ▶ Risk management
- ▶ The environment of organisations
- ▶ What is a claimant?
- ▶ Assessing the impact of claimants

Learning Outcomes for the Unit:

At the end of this Unit, students will be able to:

1.	Provide critical evaluation of the major functional areas of a business and describe their interrelationship.
2.	Evaluate competing perspectives on the nature of management as both a function and process within organisations.
3.	Discuss the concept of managerial power and authority, in the context of the work of individual managers, and organisations within their social and cultural contexts.
4.	Discuss models of managerial decision-making.
5.	Discuss the development of organisations in their historical, social and cultural contexts, and the choices that this creates for the management of organisations.
6.	Explain the process of organisational change and development.
7.	Discuss management as a moral and ethical process.
8.	Demonstrate an appreciation of the role of the Administrator as part of the Managerial process.

The numbers in the boxes below show which of the above unit learning outcomes are related to particular cognitive and key skills:

Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills	Self-appraisal/ Reflection on Practice
1-8	1,2,4,7	1,2	1,2,7,8	-	-
Planning and Management of Learning	Problem Solving	Communication & Presentation	Practical/Psycho-motor Skills	Other skills (please specify):	
-	1,2	1-8	-	-	

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:**Weighting:**

Examination: 3 hours duration

100%

Indicative Reading for this Unit:**Main Text**

Business Management & Administration, G. Whitehead & G. Whitehall, Institute of Commercial Management

Alternative Texts and Further Reading

Modern Business Administration, R.C. Appleby, Pitman

The Structure of Business, M. Buckley, Pitman

Students should also be prepared to read other suitable accounting textbooks

Guideline for Teaching and Learning Time (10 hrs per credit):

50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc.
100 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

13.1.2 Economics for Business Syllabus

Unit Title	Economics for Business
Unit Code	EB-0605
Level	4 Diploma
Credits	20
Unit Leader	BF
Pre-requisites	

Main Aim(s) of the Unit:

This unit examines the main concepts of economic theory and their importance within a business framework. Throughout the unit the emphasis will be on the applicability of business and the external circumstances under which business operates. The aim is to provide the necessary knowledge, tools and understanding of economics as a basis for the study of business.

Main Topics of Study:

The Nature and Scope of Economics

- ▶ The development of economic society
- ▶ The economic problem: scarcity choice and opportunity cost
- ▶ Alternative economic systems

Production

- ▶ The economic background to production
- ▶ Specialisation and the division of labour
- ▶ Business organisations
- ▶ Factors of production
- ▶ The scale of production and economies of scale
- ▶ The location of production

The Theory of Price Determination

- ▶ Demand
- ▶ Supply
- ▶ Price determination
- ▶ Concept of elasticity
- ▶ Applications of the demand and supply model

Market Structures

- ▶ Competitive markets – the institutions where price is decided
- ▶ Monopoly
- ▶ Oligopoly
- ▶ Imperfect competition (monopolistic competition)
- ▶ Public policy towards competition

Factor Markets and Rewards to Factors

- ▶ Rewards to factors: distribution theory
- ▶ Land and rent
- ▶ Labour and wages
- ▶ Capital and interest
- ▶ Entrepreneurship and profit
- ▶ Economic rent

Market Failure

- ▶ Market imperfections
- ▶ Externalities
- ▶ Public goods and merit goods
- ▶ Imperfect information
- ▶ Dealing with market failure

Money and Banking

- ▶ Functions of money
- ▶ Financial institutions
- ▶ Central banking

Macroeconomic

- ▶ Basic national income accounting
- ▶ Use of national income statistics
- ▶ Economic policy
- ▶ Circular flow analysis
- ▶ Consumption, savings and investment
- ▶ National income equilibrium
- ▶ Multiplier and accelerator

Unemployment and Inflation

- ▶ Types of unemployment
- ▶ Costs of unemployment
- ▶ Causes of inflation
- ▶ Costs of inflation

Economic Policy Instruments

- ▶ Taxation, government spending and budgets
- ▶ Fiscal policies
- ▶ Money and monetary policy
- ▶ Supply side measures and privatisation

International Trade

- ▶ Absolute and comparative advantage
- ▶ The principle of free trade
- ▶ Protection – types and causes
- ▶ Free trade, customs unions and single markets
- ▶ The European Union and other free trade areas
- ▶ GATT and WTO
- ▶ Balance of trade and payments
- ▶ Dealing with balance of payments problems

Globalisation and International Monetary Issues

- ▶ Exchange rate determination
- ▶ Fixed and floating exchange rate systems
- ▶ Trade and economic development
- ▶ Transnational enterprises
- ▶ Globalisation

Learning Outcomes for the Unit:					
At the end of this Unit, students will be able to:					
1.	Demonstrate an understanding of the main economic theories about the firm and its market.				
2.	Critically evaluate the usefulness of these theories in understanding the operation of business.				
3.	Demonstrate knowledge of the relationship between economics and management.				
The numbers in the boxes below show which of the above unit learning outcomes are related to particular cognitive and key skills:					
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills	Self-appraisal/ Reflection on Practice
1-3	1	2	2	-	-
Planning and Management of Learning	Problem Solving	Communication & Presentation	Practical/Psycho -motor Skills	Other skills (please specify):	
-	-	-	-	-	
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:					
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.					
Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:					Weighting:
Examination: 3 hours duration					100%
Indicative Reading for this Unit:					
Main Text Economics: A background text, B. Forster & G. Whitehead, ICM Student Handbook for Economics: A background text, B. Forster & G. Whitehead, ICM					
Alternative Texts and Further Reading Business Basics in Economics for first year degree students, BPP Publishing Essentials of Economics, J. Sloman, Prentice Hall					
Guideline for Teaching and Learning Time (10 hrs per credit):					
50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.				
50 hours	Directed learning Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc.				
100 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.				

13.1.3 International Business Communications Syllabus

Unit Title	International Business Communications
Unit Code	IBC 101-05
Level	4 Diploma
Credits	20
Unit Leader	JF
Pre-requisites	
Main Aim(s) of the Unit:	
<p>To prepare students to address business communication situations encountered in their careers through the writing of memoranda, letters, reports, résumés, electronic messages; manuals with terms, mechanisms and instructions; process analysis; proposals; web portfolios; delivering oral presentations, in order to develop interpersonal skills and to foster critical thinking and problem-solving skills through the writing of effective communication for assigned business scenarios / situations.</p>	
Main Topics of Study:	
<p>The Process of Communication</p> <ul style="list-style-type: none"> ▶ The objectives of communication ▶ The meaning of words ▶ Non-verbal communication ▶ The context or situation ▶ Barriers to communication ▶ Why? Who? Where? When? ▶ What? How? ▶ Planning the message ▶ Summary – how to communicate <p>Speaking Effectively</p> <ul style="list-style-type: none"> ▶ Basic speaking skills ▶ Qualities to aim for when speaking ▶ Summary – good speaking <p>Listening</p> <ul style="list-style-type: none"> ▶ Listening – the neglected skill ▶ Reasons for improving listening ▶ Are you a good listener? ▶ Ten aids to good listening ▶ Summary – good listening <p>Human Interaction and Non-verbal Communication</p> <ul style="list-style-type: none"> ▶ Metacommunication and paralanguage ▶ The language of silence ▶ The language of time ▶ Body language or kinesics ▶ The underlying psychology: NLP, EI and TA ▶ Conflict between verbal and non-verbal communication ▶ Summary – the importance of paralanguage in human interaction 	

Talking on the Telephone

- ▶ Telephone problems
- ▶ Basic telephone rules
- ▶ Receptionists
- ▶ Making a call
- ▶ Gathering information by telephone
- ▶ Answering the telephone
- ▶ Voicemail
- ▶ Mobile phone manners
- ▶ Summary – good telephoning

Interviewing

- ▶ Interviewing weaknesses
- ▶ What is an interview?
- ▶ The purposes of the interview
- ▶ Types of interview information
- ▶ How to plan an interview
- ▶ Structuring the interview
- ▶ How to question and probe
- ▶ Summary – Interviewing

Being Interviewed for a Job

- ▶ Preparing – the organisation
- ▶ Preparing – know yourself
- ▶ At the interview
- ▶ Tips to remember
- ▶ Summary – being interviewed for a job

Communicating in Groups

- ▶ Advantages of groups
- ▶ Disadvantages of groups
- ▶ Factors affecting group effectiveness
- ▶ Summary – making groups and committees work

Running and Taking Part in Meetings

- ▶ Chairing meetings
- ▶ Decision-making methods
- ▶ Responsibilities of participants
- ▶ Duties of officers and members
- ▶ The agenda
- ▶ The minutes
- ▶ Video-conferencing and audio-conferencing
- ▶ Formal procedure

Giving a Talk

- ▶ Techniques of public speaking
- ▶ Preparation
- ▶ Developing the material
- ▶ Opening the talk
- ▶ Closing the talk
- ▶ Visual aids
- ▶ Use of notes

- ▶ Practising the talk
- ▶ Room and platform layout
- ▶ Delivery of the talk
- ▶ Summary – being a good speaker

Using Visual Aids

- ▶ General principles
- ▶ Whiteboards, electronic copy boards, interactive boards
- ▶ Flip charts
- ▶ Build-up visuals
- ▶ Physical objects
- ▶ Models and experiments
- ▶ Overhead Projector (OHP)
- ▶ Data projector or multimedia projector
- ▶ 35mm slide projector
- ▶ Videos and DVDs
- ▶ Closed circuit television and video
- ▶ Points to remember about visual aids
- ▶ Video and DVD hire and purchase
- ▶ Summary – being in control of visual aids

Faster Reading

- ▶ How do you read?
- ▶ The physical process of reading
- ▶ Ways of increasing your vocabulary
- ▶ Summary – faster reading

Better Reading

- ▶ Determine reading priorities
- ▶ Scanning
- ▶ Skimming
- ▶ SQ3R method of reading
- ▶ Summary – better reading

Writing Business Letters

- ▶ Why good letter-writing matters
- ▶ Backing up the phone call or meeting
- ▶ Planning a letter
- ▶ Layout and style
- ▶ The structure of a letter
- ▶ Dictating
- ▶ Standard letters
- ▶ Summary – writing business letters

Applying for a Job

- ▶ What sort of job do you want?
- ▶ What is available and what are they looking for?
- ▶ The application itself
- ▶ Job-hunting on the Internet
- ▶ Summary – applying for a job

Writing Reports

- ▶ What is a report?
- ▶ Types of report

- ▶ Essentials of a good report
- ▶ What is the purpose of the report?
- ▶ Fundamental structure
- ▶ Format, layout, headings and numbering
- ▶ Long formal reports
- ▶ House style
- ▶ How to get started
- ▶ Setting your objective
- ▶ Researching and assembling the material
- ▶ Organising the material and planning the report
- ▶ Writing the first draft
- ▶ Editing the report
- ▶ Producing the report
- ▶ Summary – report writing

Memos, Messages, Forms and Questionnaires

- ▶ Memos
- ▶ Email
- ▶ Fax
- ▶ Postcards and reply cards
- ▶ Text messaging
- ▶ Forms and questionnaires
- ▶ Summary – other writing tasks

Visual Communication

- ▶ When to use charts and graphs
- ▶ Presentation of statistical data
- ▶ Presenting continuous information
- ▶ Presenting discrete or non-continuous information
- ▶ Presenting non-statistical information effectively

Getting to Grips with Grammar

- ▶ Why does grammar matter?
- ▶ What is grammar?
- ▶ How good is your English?
- ▶ The parts of speech in brief
- ▶ The framework of English
- ▶ The architecture of the sentence

Common Problems with English

- ▶ Subject – verb agreement
- ▶ Problems with verbs
- ▶ Problems with adjectives
- ▶ Problems with adverbs
- ▶ Problems with pronouns
- ▶ Problems with prepositions and conjunctions
- ▶ Problems with ellipsis
- ▶ Problems with negatives
- ▶ Revision of grammar

Appendices

- ▶ A Punctuation made easy

Indicative Reading for this Unit:**Main Text**

Mastering Communications, Nicky Stanton, 5th edition, Palgrave Macmillan

Alternative Texts & Further Reading

Practical Communications, F.W. Bergin, Pitman

People of Communication, D.W. Evans, Pitman

Basic Business Communication, K. Lesikar, McGraw Hill

Guideline for Teaching and Learning Time (10 hrs per credit):

50 hours	Lectures / Seminars / Tutorials / Workshops These interactive sessions will be used to discuss concepts and allow students to present findings.
50 hours	Directed learning Advance reading and preparation / Background research / individual and group preparation for seminars.
100 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

13.1.4 International Marketing Syllabus

Unit Title	International Marketing
Unit Code	IMK-0506
Level	4 Diploma
Credits	20
Unit Leader	NK
Pre-requisites	
Main Aim(s) of the Unit:	
<p>The main aim of this unit is to expand and develop the themes introduced in earlier courses by applying an international dimension. Students should develop an appreciation for the interplay between marketing, trade and economics and understand key issues in current international marketing by applying theoretical concepts to case studies as available.</p>	
Main Topics of Study:	
<p>Introduction to International Marketing</p> <ul style="list-style-type: none"> ▶ The strategic importance of international marketing ▶ The international marketing environment ▶ Differences between international and domestic marketing ▶ International marketing strategies <p>The International Trading Environment</p> <ul style="list-style-type: none"> ▶ World trading patterns ▶ Reasons countries trade ▶ Barriers to world trade ▶ The development of world institutions to foster international trade ▶ The development of world trading groups ▶ The European Union ▶ The Free Trade Area of the Americas (FTAA) ▶ The Asian Pacific Trading Region ▶ The Chinese economic area <p>Social and Cultural Considerations in International Marketing</p> <ul style="list-style-type: none"> ▶ Social and cultural factors ▶ What is culture? ▶ Culture and consumer behaviour ▶ Analysing cultures and the implications for customer behaviour ▶ Cross-cultural analysis ▶ Social and cultural influences in business-to-business marketing <p>International Marketing Research and Opportunity Analysis</p> <ul style="list-style-type: none"> ▶ The role of marketing research and opportunity analysis ▶ The role of international marketing research ▶ Opportunity identification and analysis ▶ International marketing segmentation ▶ Transnational segmentation ▶ Problems of using secondary data ▶ Primary research in international markets ▶ Research design and survey methods 	

International Niche Marketing Strategies for Small and Medium-sized Enterprises (SMEs)

- ▶ The SME sector and its role within the global economy
- ▶ The nature of international marketing in SMEs
- ▶ The nature of international development
- ▶ International strategic marketing management in SMEs
- ▶ Ansoff matrix
- ▶ McKinsey framework
- ▶ Factors affecting choice of international marketing strategy
- ▶ Management style and international fast growth
- ▶ The future of SME internationalisation

Global Strategies

- ▶ Alternative views of globalisation
- ▶ Alternative strategic responses
- ▶ Multi-domestic strategies
- ▶ International marketing management for global firms
- ▶ Organisational structure for transnational firms

Market Entry Strategies

- ▶ The alternative market entry methods
- ▶ Indirect exporting
- ▶ Domestic purchasing
- ▶ Export houses
- ▶ Piggybacking
- ▶ Trading companies
- ▶ Direct exporting
- ▶ Agents
- ▶ Management contracts
- ▶ Foreign manufacturing strategies without direct investment
- ▶ Contract manufacture
- ▶ Licensing
- ▶ Foreign manufacturing strategies with direct investments
- ▶ Cooperative strategies
- ▶ Joint ventures and strategic alliances

International Product and Service Management

- ▶ Products, services and service marketing
- ▶ The components of the international product offer
- ▶ Factors affecting international product management
- ▶ Standardisation
- ▶ Adaptation
- ▶ Product policy
- ▶ Product strategies
- ▶ Managing products across borders
- ▶ Product life cycle
- ▶ Product portfolio analysis
- ▶ Image, branding and positioning
- ▶ New product development

International Communications

- ▶ The role of marketing communications

- ▶ The fundamental challenges for international marketing communications
- ▶ International marketing communications strategy
- ▶ The marketing communications tools
- ▶ Person selling
- ▶ Exhibitions and trade fairs
- ▶ Advertising
- ▶ Sales promotions
- ▶ Sponsorships
- ▶ Public relations

The Management of International Distribution and Logistics

- ▶ The challenges in managing an international distribution strategy
- ▶ Selecting foreign country market intermediaries
- ▶ Building relationships in foreign market channels
- ▶ Trends in retailing in international markets
- ▶ Internet relating
- ▶ Globalisation of retailing
- ▶ The management of the physical distribution of goods
- ▶ Use of intermediaries
- ▶ Transportation

Pricing for International Markets

- ▶ Domestic versus international pricing decisions
- ▶ The factors affecting international pricing decisions
- ▶ Developing pricing strategies
- ▶ Problems of pricing and financing international transactions
- ▶ Problems in multi-national pricing
- ▶ Problems in managing foreign currency transactions
- ▶ Problems in minimising the risk of non-payment in high risk countries
- ▶ Administrative problems resulting from the cross border transfer of goods

International Marketing Implementation Through Enabling Technologies

- ▶ The enabling technologies
- ▶ The internet websites
- ▶ E-markets and e-marketing
- ▶ International marketing solution integration
- ▶ The impact on international marketing strategy
- ▶ Moving to a customer-led strategy

Learning Outcomes for the Unit:

At the end of this Unit, students will be able to:

1.	Articulate an appreciation of culture’s importance in international marketing.
2.	Discuss how marketing concepts and techniques can/cannot be applied in an international context.
3.	Identify managerial concerns regarding operating in an international business environment and address such concerns using relevant concepts.
4.	Evaluate the risks and opportunities associated with operating in an international environment.

The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills:

Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-4	2,3,4	1-4	1-4	1-4
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
1	1-4	4	1-4	-

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

Assessment methods which enable the student to demonstrate the learning outcomes for the Unit: Weighting:

Examination: 3 hours duration 100%

Indicative Reading for this Unit:

Main Text

International Marketing Strategy – Analysis, Development and Implementation, 4th edition, I. Doole & R. Lowe, Thompson

Alternative Texts and Further Reading

International Marketing, S.J. Paliwoda & M.J. Thomas, Butterworth Heinemann

Guideline for Teaching and Learning Time (10 hrs per credit):

50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning: Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc.
100 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

13.1.5 International Trade & Payments I Syllabus

Course Title	International Trade & Payments I			
Unit Code	ITP1-0605			
Level	4 Diploma			
Credits	20			
Unit Leader	KE			
Pre-requisites				
Main Aim(s) of the Unit:				
This unit aims to provide a step-by-step guide to the export life cycle, from order to payment and provides a practical introduction to the fundamentals of import-export procedures. It examines the financial risks and problems exporters face and develops the necessary skills and knowledge base for assisting management in the profitable operation of an export business.				
Main Topics of Study:				
<ul style="list-style-type: none"> ▶ International organisations ▶ Balance of payments ▶ Delivery forms ▶ Credit forms ▶ Exchange risks ▶ Political risks ▶ Economic risks ▶ Remittance methods ▶ Bills of exchange ▶ Letters of credit ▶ Guarantees ▶ Finance of overseas trade ▶ Other trading methods 				
Learning Outcomes for the Unit:				
At the end of this Unit, students will be able to:				
1.	Explain the basis of international trade.			
2.	Explain the function of export documentation including financial records.			
3.	Describe and contextualise risk factors involved with export.			
4.	Describe trading methods for export.			
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills:				
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-4	-	-		-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
-	1-4	-	1-4	-

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:	
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.	
Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:	Weighting:
Examination: 3 hours duration	100%
Indicative Reading for this Unit:	
<p>Main Text Principles of International Trade and Payments, P. Briggs, Blackwell Publishers</p> <p>Alternative Texts and Further Reading Export Practice and Management, Alan E. Branch, Thompson Understanding Documentary Bills and Credits, Frank Dow, Croner Multinational Finance, A. Buckley, Prentice Hall</p>	
Guideline for Teaching and Learning Time (10 hrs per credit):	
50 hours	<p>Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.</p>
50 hours	<p>Directed learning Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc.</p>
100 hours	<p>Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.</p>

13.1.6 Export Practice & Management Syllabus

Course Title	Export Practice & Management
Unit Code	EPM-0605
Level	5 Diploma
Credits	20
Unit Leader	KE
Pre-requisites	
Main Aim(s) of the Unit:	
<p>This module aims to provide a foundation of knowledge which is key to successful international trade, including risk, the nature of the global operations industry and its main players, management of information and record keeping, fundamentals of financial management, record keeping including balance sheets and P&L accounts as well as cost assessment, managing cash flow and cash flow forecasting. Price calculation and IT implications and considerations are also covered.</p>	
Main Topics of Study:	
<p>What an Export Business is All About</p> <ul style="list-style-type: none"> ▶ What does a business, any business, actually do? ▶ What is management? ▶ Are there any such things as management principles? ▶ What is special about an export business? ▶ A birds-eye view of what an export business does ▶ So what is the point of it all? <p>Companies and Businesses</p> <ul style="list-style-type: none"> ▶ A 'business' or a 'company'? ▶ Types of UK businesses ▶ The significant characteristics of incorporated companies ▶ National variations in financial reporting ▶ The implications of national variations <p>How We Measure Our Progress</p> <ul style="list-style-type: none"> ▶ 'It seems like a very good idea!' ▶ Turning a business idea into a business ▶ What a financial management system does not measure <p>Organising the Information Flows</p> <ul style="list-style-type: none"> ▶ Management information and control ▶ Export activities and management records ▶ Investment in the market and in the distributor ▶ Keeping an eye on the profitability ▶ Keeping an eye on the cash ▶ The basis of longer-term planning ▶ The business as a machine <p>Management, the Business and the Finance</p> <ul style="list-style-type: none"> ▶ What is a balance sheet? ▶ The story of a new exporter ▶ Bookkeeping without any books ▶ Some general points to consider ▶ Working capital 	

- ▶ The alternative layout of a balance sheet

The Trading and Profit and Loss Account

- ▶ The 'accounting period'
- ▶ The link with the balance sheet
- ▶ The 'accruals concept' – this is important!
- ▶ Which figures do we include?
- ▶ Which 'profit' figures should management be interested in?
- ▶ What about accounting for value added tax?
- ▶ Calculating the profit (or loss, as it may be)
- ▶ What does the profit and loss (and the balance sheet) tell us?

How We Calculate the Profit

- ▶ How do the financial figures reach your desk?
- ▶ A matter of presentation
- ▶ But what happened to the cash during the year?

Thinking About Costs

- ▶ Why we need to think about costs before doing the sums
- ▶ Why do we want to calculate the costs anyway?
- ▶ Some costing definitions
- ▶ Costs for routine pricing and management control

The Problem with Absorption Costing

- ▶ Costs for strategic planning and for tactical pricing
- ▶ The price reduction strategy
- ▶ The sales promotion increase strategy
- ▶ The idea of 'contribution' towards fixed costs
- ▶ Accounting for the costs of fixed assets

Cash, and How it Flows In and Out

- ▶ A reminder about 'working capital'
- ▶ Which is important; profits or cash?
- ▶ The working capital cycle
- ▶ Keeping a grip on cash flows
- ▶ The cash flow statement
- ▶ Analysing and interpreting the cash flow statement

The 'Why' and 'How' of Cash Flow Forecasting

- ▶ Cash or profit – what's the difference?
- ▶ Cash, profits and the 'time value of money'
- ▶ The essential features of cash flow forecasting
- ▶ A small service company and its cash
- ▶ The mill in South East Asia

Cash, Stocks and Working Capital

- ▶ A manufacturing explosion
- ▶ Software and hardware bargaining
- ▶ The difference between expansion and just being big
- ▶ Spreadsheets and planning

Prices and Costs

- ▶ A problem involving pricing and profits
- ▶ Break-even volumes
- ▶ The break-even chart

- ▶ Using a computer spreadsheet
- ▶ Using simple algebra to calculate break-even volumes
- ▶ Different ways of looking at contribution
- ▶ Developing the idea of contribution
- ▶ Incorporating a profit target
- ▶ Several products and markets
- ▶ Optimising the volumes and prices

Coping With the Uncertainties

- ▶ What do we mean by uncertainty or risk?
- ▶ Quantifying probabilities
- ▶ The contract problem
- ▶ The successful (?) distributor problem, continued
- ▶ The exhibition stand problem re-visited
- ▶ Selecting a decision strategy
- ▶ Decision making in the (uncertain) management context

Information Technology and Exporting

- ▶ The place of technology in a business
- ▶ System design
- ▶ The system architecture
- ▶ The operational requirements
- ▶ What do users need to know of the technology?
- ▶ The hardware and software base
- ▶ Software specifically for the export office
- ▶ Communications and wide area networks
- ▶ Telecommunications, WANs, VANs and EDI

Learning Outcomes for the Unit:

At the end of this Unit, students will be able to:

1.	Explain the nature of international trade and its main players.
2.	Explain the importance of, and some of the processes involved in, good information management and record keeping.
3.	Demonstrate an understanding of financial management and record keeping including assessment of balance sheets and profit & loss accounts.
4.	Perform basic calculations in the management of cash flow and cash flow forecasting.
5.	Employ basic algebra to calculate cost and price.
6.	Discuss implications and considerations of IT in the work place.

The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills:

Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-6	3-6	-	2-6	-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
-	1-6	2-6	2-6	-

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:	
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.	
Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:	Weighting:
Examination: 3 hours duration	100%
Indicative Reading for this Unit:	
Main Text Principles of Management in Export, James Conlan, Blackwell Publishers	
Alternative Texts and Further Reading Export Practice and Management, Alan E. Branch, Thompson The Export Trade, Schmitthoff, Sweet & Maxwell	
Guideline for Teaching and Learning Time (10 hrs per credit):	
50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc.
100 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

13.1.7 International Marketing Research Syllabus

Course Title	International Marketing Research
Unit Code	IMR-0605
Level	5 Diploma
Credits	20
Unit Leader	KE
Pre-requisites	International Marketing
Main Aim(s) of the Unit:	
<p>This unit aims to develop students' understanding of international approaches to marketing and their understanding of the research process and its place in an international marketing context.</p> <p>The unit develops students' information acquisition competencies and provides the tools and research skills necessary to solve business problems and exploit business opportunities. It equips students with an understanding of how to develop export marketing plans and the different methodologies and techniques available to market researchers.</p>	
Main Topics of Study:	
<p>Export Markets</p> <ul style="list-style-type: none"> ▶ The nature of export markets ▶ How many markets to choose? <p>What Influences Market Selection?</p> <ul style="list-style-type: none"> ▶ Market potential ▶ The degree of adaptation required ▶ Accessibility of markets ▶ Dangers of fragmentation of effects <p>Making the Selection Decision</p> <ul style="list-style-type: none"> ▶ Collecting information and seeking advice ▶ Visiting markets ▶ A strategy for international marketing <p>Why is Market Research Needed?</p> <ul style="list-style-type: none"> ▶ Market and investment planning ▶ Development of products to fit different markets ▶ Choosing the appropriate marketing mix ▶ Forecasting <p>Sources of Information</p> <ul style="list-style-type: none"> ▶ Internal records ▶ External desk research ▶ Field research <p>Methods of Collecting Information</p> <ul style="list-style-type: none"> ▶ Desk research ▶ interviews ▶ Observations ▶ Test marketing ▶ Questions and questionnaires ▶ Sampling techniques <p>The Market Research Brief</p> <ul style="list-style-type: none"> ▶ Using in-house staff 	

- ▶ Using a market research agency
- ▶ Preparing the brief

Questions and Questionnaires

- ▶ The objectives of the survey
- ▶ The target respondent
- ▶ Types of questions
- ▶ Forms of questions
- ▶ Pre-coding questions
- ▶ Editing of answers

The Export Marketing Plan

- ▶ Setting the objectives
- ▶ Resources required to meet objectives
- ▶ Sales and profit targets to meet objectives

Monitoring and Control of the Plan

- ▶ Periodic checks on performance against targets

Numerical and Statistical Analysis

- ▶ Presentation of data by graph, chart and diagram
- ▶ Analysis of national world markets
- ▶ Calculating market share
- ▶ Comparative performance

Budgets

- ▶ Sales budgets
- ▶ Market research budget
- ▶ Other types of budgets

Some Other Numerical and Statistical Aspects

- ▶ Use of averages

Learning Outcomes for the Unit:

At the end of this Unit, students will be able to:

1.	Explain differences and dynamics of international markets and how approaches to international marketing can be adapted.
2.	Explain the role and process of international marketing.
3.	Explain information acquisition options and demonstrate understanding of the tools and research skills available to solve international marketing problems.
4.	Draw up a draft export marketing plan.
5.	Discuss the relative merits of different methodologies and techniques available to market researchers.

The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills:

Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-5	4,5	4	1,4,5	-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
-	1-6	4,5	1-5	-

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:	
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.	
Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:	Weighting:
Examination: 3 hours duration	100%
Indicative Reading for this Unit:	
Main Text Principles of International Marketing Research, L.W.J. Groves, Blackwell Publishers	
Guideline for Teaching and Learning Time (10 hrs per credit):	
50 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	Directed learning Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc.
100 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

13.1.8 International Trade & Payments II Syllabus

Unit Title	International Trade and Payments II
Unit Code	ITP2-0605
Level	5 Diploma
Credits	20
Unit Leader	KE
Pre-requisites	International Trade and Payments I
Main Aim(s) of the Unit:	
<p>This unit covers the key areas of international trade and payments and evaluates ways to reduce the various risks that are common to all international trade. By evaluating individual buyer's risks, the student is able to understand the most appropriate and practical methods of payment in trade. It addresses this technical but vital business topic using a step by step guide approach to the life cycle of a representative export from initiation through to completion.</p>	
Main Topics of Study:	
<p>The Rules of the Game</p> <ul style="list-style-type: none"> ▶ The law of comparative costs ▶ How did international trade begin? ▶ The benefits of international trade ▶ The structure of international trade ▶ Economic, commercial and political factors ▶ Countertrade ▶ Trading with Eastern Europe ▶ Multi-national companies and direct investment ▶ International organisations seeking to facilitate world trade ▶ Regional organisations seeking liberalisation <p>Country and Buyer Risk</p> <ul style="list-style-type: none"> ▶ Country risk ▶ Balance of payments ▶ The international monetary fund and the world bank ▶ Political risk ▶ Buyer risk ▶ Credit insurance <p>The Quotation</p> <ul style="list-style-type: none"> ▶ Delivery terms ▶ Calculation of the quoted export price ▶ Profit margin, pricing policy and delivery terms ▶ Credit terms ▶ Foreign exchange pricing <p>Foreign Exchange</p> <ul style="list-style-type: none"> ▶ Convertibility of currencies ▶ Quoting in currency ▶ The exchange risk ▶ Understanding rates of exchange ▶ Forward exchange contracts ▶ Forward exchange rates 	

- ▶ Calculating forward exchange rates
- ▶ Closing out forward contracts
- ▶ Pure currency options
- ▶ The wider picture
- ▶ Avoiding the spread
- ▶ Euro-currency markets
- ▶ Tender to contract cover

Agreeing a Method of Payment

- ▶ Risks associated with the country or the buyer
- ▶ The role of the credit controller
- ▶ Types of methods of payment
- ▶ Methods of remittance

Documentary Collections

- ▶ The bill of exchange
- ▶ Uniform rules for collection

Documentary Credits – Obtaining the Credit

- ▶ The definition of a letter of credit
- ▶ Opening a documentary credit
- ▶ The main categories of documentary credits
- ▶ Types of documentary credit
- ▶ Documentary credits as the exporter sees them

Documentary Credits – Securing Payment

- ▶ Examination of a credit on receipt
- ▶ Amending letters of credit
- ▶ The doctrine of strict compliance
- ▶ Discrepancies in presentations
- ▶ The pre-presentation examination
- ▶ Action in the event of discrepancies

Banker's Guarantees (Bonds) and Indemnities

- ▶ Guarantees issued by local banks
- ▶ The exporter's liability to the bank
- ▶ Indemnities securing the release of goods
- ▶ Bank guarantees in support of loan or overdraft facilities
- ▶ Custom clearance guarantees

Finance for International Trade

- ▶ Bank finance to establish export markets – overdrafts and loans
- ▶ Bank finance from contract to payment – overdrafts and loans
- ▶ Credit insurance cover
- ▶ Bills of exchange
- ▶ Forfaiting and factoring
- ▶ Other sources of finance
- ▶ Finance for imports

Other Trading Methods

- ▶ Consignment trading
- ▶ Joint ventures overseas
- ▶ Pick-a-back schemes and group selling
- ▶ Royalty agreements and licensing

Learning Outcomes for the Unit:				
At the end of this Unit, students will be able to:				
1.	Use cost data for the planning, monitoring and control of a business.			
2.	Recommend, for any market, optimum mixes of trade finance.			
3.	Identify and explain country and buyer risks in any export plan.			
4.	Discuss methods to avoid trading losses arising from business conducted in foreign currencies.			
5.	Critically assess methods of finance in international trade.			
6.	Analyse and select appropriate procedures to secure payment for goods or services.			
7.	Analyse current issues in international trade, including trade policy, with reference to different models of international trade.			
The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills:				
Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1,7	4-7	-	2-7	-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
-	1-7	1,2,5-7	-	-
Learning and teaching methods/strategies used to enable the achievement of learning outcomes:				
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.				
Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:				Weighting:
Examination: 3 hours duration				100%
Indicative Reading for this Unit:				
Main Text Principles of International Trade and Payments, Peter Briggs, Blackwell Publishing				
Alternative Texts and Further Reading Trade Finance: Payments & Services, D.B. Cox, Northwick Publishers Multi-national Finance, A. Buckley, Prentice Hall Exchange Rates & International Finance, Dufey & Giddy				

Guideline for Teaching and Learning Time (10 hrs per credit):	
50 hours	<p>Lectures / Seminars / Tutorials / Workshops</p> <p>Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.</p>
50 hours	<p>Directed learning</p> <p>Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc.</p>
100 hours	<p>Self managed learning</p> <p>Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.</p>

13.1.9 International Trade & Transport Syllabus

Course Title	International Trade & Transport
Unit Code	ITT-0605
Level	5 Diploma
Credits	20
Unit Leader	KE
Pre-requisites	
Main Aim(s) of the Unit:	
This unit aims to develop the necessary skills and knowledge base to maintain a sound system for classifying and recording cost accounting information for stock valuation, profit measurement, and for assisting management in the profitable operation of a business.	
Main Topics of Study:	
<p>Physical Distribution in Perspective</p> <ul style="list-style-type: none"> ▶ Define marketing ▶ Domestic versus export markets ▶ Marketing research ▶ Market selection ▶ Bad reasons for exporting ▶ Good reasons for exporting ▶ Market selection criteria ▶ Methods of market research ▶ Sources of secondary information ▶ The marketing plan ▶ Indirect exports ▶ Direct sales ▶ Selection of distribution channels ▶ International physical distribution <p>The Export Office</p> <ul style="list-style-type: none"> ▶ The export office ▶ Organisation charts ▶ External organisations <p>The Export Quotation</p> <ul style="list-style-type: none"> ▶ Forms of export quotation ▶ Buyer documents ▶ International delivery terms ▶ Trade terms <p>Inland Transport</p> <ul style="list-style-type: none"> ▶ Packing and marketing ▶ Packing methods ▶ Factors affecting choice of packing ▶ Dangerous goods ▶ Conclusion <p>International Transport Modes</p> <ul style="list-style-type: none"> ▶ Freight forwarders 	

- ▶ The services of the forwarder
- ▶ Sea freight services
- ▶ Charter party
- ▶ Types of sea freight services
- ▶ Road freight
- ▶ Rail freight
- ▶ Air freight
- ▶ Groupage
- ▶ Express operations
- ▶ Selection of transport mode
- ▶ Carrier selection
- ▶ Freight calculation
- ▶ Total distribution cost

International Transport Documentation

- ▶ An overview of export documentation
- ▶ The transport conventions
- ▶ The bill of lading
- ▶ Types of bills of lading
- ▶ Waybills
- ▶ Air waybill
- ▶ Road waybill
- ▶ Rail waybill
- ▶ Sea waybill

International Customs Controls

- ▶ An overview of customs controls
- ▶ Export
- ▶ Import
- ▶ Transit
- ▶ The European Community/Union
- ▶ Export procedures
- ▶ SAD summary
- ▶ CHIEF
- ▶ Export declarations summary
- ▶ Why transit controls?
- ▶ Transport Internationaux Routiers
- ▶ TIR TABAC Carnets
- ▶ Community transit system
- ▶ The single market
- ▶ Summary
- ▶ Community imports
- ▶ Import controls
- ▶ Non-tariff barriers
- ▶ The export invoice
- ▶ Customs management

Risk Management

- ▶ Physical risk
- ▶ Credit risk

- ▶ Exchange risk
- ▶ Cargo (marine) insurance
- ▶ Principles of insurance
- ▶ Credit insurance
- ▶ Exchange risk

Methods of Payment

- ▶ Choosing terms and methods of payment
- ▶ Open account
- ▶ Bills of exchange (drafts)
- ▶ Documentary letter of credit (L/C)
- ▶ Documentary requirements
- ▶ Doctrine of strict compliance
- ▶ Avoiding rejection
- ▶ Types of letters of credit
- ▶ Cash in advance or with order
- ▶ Factors
- ▶ Countertrade

The Future

- ▶ One-run systems
- ▶ Computer systems
- ▶ Electronic Data Interchange (EDI)
- ▶ The single European market
- ▶ Barrier to trade
- ▶ The Channel Tunnel

Learning Outcomes for the Unit:

At the end of this Unit, students will be able to:

1.	Discuss characteristics of good and bad markets.
2.	Discuss considerations in choice of packaging.
3.	Discuss the function and use of a range of international transport documentation.
4.	Discuss the role and functions of customs controls.
5.	Discuss relative merits of a range of payment methods.

The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills:

Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1-5	-	-	1,2,4,5	-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
-	1-5	-	1-5	-

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:	
Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.	
Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:	Weighting:
Examination: 3 hours duration	100%
Indicative Reading for this Unit:	
<p>Main Text Principles of International Physical Distribution, Jim Sherlock, Blackwell Publishing</p> <p>Alternative Texts and Further Reading Economic Geography, H. Robinson, Pitman Understanding the Freight Business, D.E. Downs, Micor Export Practice & Management, Alan Branch, Thomson Business Press</p>	
Guideline for Teaching and Learning Time (10 hrs per credit):	
50 hours	<p>Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.</p>
50 hours	<p>Directed learning Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc.</p>
100 hours	<p>Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.</p>

13.1.10 The International Business Environment Syllabus

Unit Title	The International Business Environment
Unit Code	IBE-0605
Level	5 Diploma
Credits	20
Unit Leader	KE
Pre-requisites	
Main Aim(s) of the Unit:	
<p>This unit seeks to provide an understanding of the complex and dynamic nature of corporate environment in today's globalised economy in which the business and its external environment are not clearly separated.</p> <p>One of the most important functions of management is decision making and in order to perform effectively managers need to be informed.</p> <p>Students must therefore be familiar with, and aware of, all major international political, economic, cultural, religious and financial issues of the day.</p> <p>Political, economic and financial events in one country can create threats, as well as opportunities for other countries and it is essential that managers are able to relate international events, and their consequences, to their own business environments.</p> <p>Students are required to critically analyse current topics concerning important management and policy issues facing business and industry. Critical evaluations of current readings from business literature will be used as assessment items.</p> <p>At each examination series reference will be made to six contemporary issues which have made international news headlines in the four months preceding the examinations. Candidates will be asked to select any three of the issues or topics and comment on them.</p> <p>This is a self-paced, self-study course and motivated self-starters will enjoy this format.</p>	
Main Topics of Study:	
<p>Self study – See above</p> <ul style="list-style-type: none"> ▶ Challenges in business growth and development ▶ Consequences of and approaches to business turnaround ▶ Mergers and acquisitions ▶ Approaches to and consequences of entering and retrenching from markets ▶ National and transnational state and business enterprise relationships ▶ Business conduct and practice from a national and international perspective 	
Learning Outcomes for the Unit:	
At the end of this Unit, students will be able to:	
1.	Discuss current issues management and its policy implications.
2.	Understand current issues and trends from a managerial perspective.
3.	Integrate current business scholarly literature in their arguments.
4.	Provide analytical perspectives of current problems and trends.
5.	Demonstrate a proactive rather than reactive approach to management.

The numbers in the boxes below show which of the above module learning outcomes are related to particular cognitive and key skills:

Knowledge & Understanding	Analysis	Synthesis /Creativity	Evaluation	Interactive & Group Skills
1,2	3,4	3-5	4,5	-
Self-appraisal/ Reflection on Practice	Planning and Management of Learning	Problem Solving	Communication & Presentation	Other skills (please specify):
3,4	1-5	3-5	-	-

Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

This is a self-paced, self-study course that is suited to motivated self-starters. Learning can take place on a number of levels through lectures and class discussion, including problem review and analysis. However, this is not specifically designed for formal lectures.

Contemporary readings provide the foundation of information on which the student builds through critical analysis of articles outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

Assessment methods which enable the student to demonstrate the learning outcomes for the Unit:	Weighting:
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Examination: 3 hours duration	100%
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Indicative Reading for this Unit:

Main Text

The Economist

Additional Source of Information

CNN News

Guideline for Teaching and Learning Time (10 hrs per credit):

0 hours	Lectures / Seminars / Tutorials / Workshops Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
100 hours	Directed learning Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc.
100 hours	Self managed learning Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.