

SUBJECT (MODULE) DESCRIPTION

The name of the academic subject (module)	Code
EXPORT MANAGEMENT	

Staff	Division
Co-ordinator: assoc. prof. Grazina Jatuliaviciene Other(s): -	Faculty of Economics

Cycle of studies	Type of the subject (module):
First cycle	Elective

Form of implementation	Period	Language of instruction
	Spring	English

Requirements for student			
Prerequisites: Management, Marketing, Business strategies		Additional requirements (if any): -	
Volume of the subject (module) in credits	Total student's workload	Contact hours	Independent work hours
5	133	48	85

Aims of the subject (module): competences to be built by the study programme
<p>General competences: Will be able to identify problems, to clear their reasons and to foresee possible outcomes. Will be able to analyze information, to systemize it and to make reasons conclusions. Will be able, by applying critical and hands-on thinking, to achieve perfection.</p> <p>Interpreting specific competences Students will assimilate the main concepts and models of export management, will interpret them as the whole of interrelated elements and will be able to apply them suitably in the analysis. Students will be able to self-supporting search for information, to select suitable information, related with export management strategic decisions. Students will be able to propose solutions for discussed export situations and to discuss about their advantages and disadvantages.</p>

Intended outcomes of the subject (module)	Study methods	Assessment methods
Students will assimilate the main stages of export management situation analysis in the company, will understand the essence and methodology of export management strategic decision –making and will be able to apply properly acquired knowledge in practical situation.	Lectures are given by applying problematic and based on discussions teaching method; teaching material is presented by Power Point	Exam (test) (70%) + team hands-on work (case analysis) (30%).
Students will be able to search self-sufficiently for information in the secondary sources, to select properly suitable information, related with export management strategic decisions and to discuss about their advantages and disadvantages.	Seminars - team hands-on work (based on specific situation and its presentation, and discussion in the auditorium.	Students' hands-on work is also evaluated according to abilities to answer questions from audience (lecturer and students) reflecting the main aspects of content related with presentation's topics.

Themes	Contact hours							Independent work assignments		
	Lectures	Consultations	Seminars	Practical classes	Practical classes	Lab works	Practice	Total contact hours	Independent work	Assignments
<p>Introductory lecture. The impact of exporting for the economic development of countries and companies in the current dynamic environment. The place of exporting in international commercial operations. Export ratio to GDP index for evaluation countries' openness. Contemporary tendencies in export of goods and services.</p>	2		2					4	2	Representation of team hands-on work (particular situations) and discussion about preparation and evaluation requirements.
<p>Export management concepts, methodology and models. Concepts of export, import, re-export and counter trade in the international trade. Export management concept and stages. Classification of goods and services in international trade and peculiarities of their exporting. Restraints for exporting under international agreements. Models of export planning process, typical export marketing plan structure and peculiarities of export audit.</p>	4		2					6	10	Openness analysis and evaluation of chosen countries (regions). Analysis and evaluation of export tendencies in chosen economic activities (companies).
<p>Export development in the company-exporting-as outward internationalization. Classification of export motives, export goals and international orientations. Internationalization stages according to different criteria and export strategic decisions. Impact of globalization driving forces on export development. Barriers of exporting firms to internationalization: external, internal, operational and informational. Advantages of exporting in macro and micro levels. Types of exporting companies, their structure and functions.</p>	6		2					8	14	Analysis and evaluation of internal and external factors, influencing export development, impact of global environment changes of chosen to research case (particular business situation).
<p>Peculiarities of export market research. Models of export market evaluation and selection. Economic advantages in export markets according to international trade theories. Export demand and export supply research. Sources of data, their classification. Evaluation of export market potential. Application of products' portfolio model for export market choice. Evaluation of export market development alternatives and factors influencing their choice.</p>	4		2					6	12	Identification of internationalization stage, evaluation of barriers, economic advantages and choice of export market strategic decisions of chosen to research case (particular business situation).
<p>Export market entry as a channel decision Rules influencing the choice of entry mode. Differences between direct and indirect exporting, their advantages and disadvantages. Factors influencing the choice of direct and indirect exporting. Classifications of intermediaries in direct and indirect exporting, their functions and criteria of choice. Piggybacking exporting.</p>	4		2					6	12	Analysis and evaluation of direct or indirect exporting peculiarities and criteria of intermediaries' choice of chosen to research case (particular business situation).

									situation).	
Product decisions. Export product concept, five main levels of product and their elements. Main alternatives and strategies exporting products. Prerequisites, levels and factors impacting product adaptation or standardization choice. Peculiarities and directions of creation of new product for export markets. Export marketing promotion and communication decisions.	4		2					6	12	Analysis and evaluation of main decisions, alternatives and strategies related with export products of chosen to research case (particular business situation).
Export pricing decisions, financing and methods of payment. Determinants of export price. Kinds of export prices and peculiarities of export pricing planning. Payment procedures. Export risk concept and types and export risk insurance. Export financing methods. Export credit insurance.	4		2					6	12	Analysis and evaluation of main decisions related with pricing, financing and payment of chosen to research case (particular business situation).
Export promotion. State export promotion concept and importance for developing export. Economic policy means impacting export growth, export promotion activities, institutional system and services provided.	4		2					6	11	Presentation and evaluation of services provided for exporting companies of chosen export promotion institution.
Total:	32		16					48	85	

Assessment strategy	Share in %	Time of assessment	Criteria of assessment
Final test	70%		Exam (test) written or in examination center. Test (questions from lectures and practical seminars material).
Seminars	30%		Analyzed practical case situation is evaluated according to the answers of students on case questions, to given summarizing case analysis conclusions and proposed by student's recommendations and opinions. Students' hands-on work is also evaluated according to abilities to answer questions from audience reflecting the main aspects of topics related with presentation's topics.

Author	Published in	Title	Volume of a periodical or publication	Place of publishing, publishing house, or Internet reference
Compulsory literature				
Albaum, G, Duerr, E.	2011	International Marketing and Export Management,	7 th ed.	Financial Times Prentice Hall,
Capela, J.	2008	Import/Export for Dummies		Wiley Publishing Inc.
Cook, T .A., Alston, R, Raia K.	2012	Mastering import & export management	2nd ed.	.AMACOM Div American Mgmt Assn
Supplementary literature				
Ghauri, P., Cateora P.	2010	International marketing		McGraw-Hill
Urbonas, J. .A.	2003	Eksporto organizavimas ir planavimas		Kaunas: Technologija
Wild, J. J., Wild, K. L., Han, J. C. Y.	2008	International business: the challenges of globalization,	4th ed.	Prentice Hall