

EXPORT

LEVEL: MASTER 1

PERIOD: SEMESTER 1

LANGUAGE: EN

ECTS: 6

TEACHER/COORDINATOR: XAVIER ALIX



1-Main objectives

- › Have a comprehensive vision of the different aspects of the export function in a business;
- › Be ready to develop an export strategy;
- › Be aware of consequences and risks of an export strategy for the business

2-Skills developed

Be able to assure the management of the export function in a food-processing company, an agricultural supplies business, or, more generally, any company that would like to develop an export business.

3-General content

- › Diagnosis and strategy (Study and choice of markets, prospecting, organization and sales offer)
- › Tools and techniques (transportation of goods, customs, calculation of a sale price export, international sale contract)
- › Financing and risk management (reassurance of payments, documentary credit, cover (blanket) of the foreign exchange risk).

4- Evaluation

Individual written work (30%)

Practical study in group (50%)

Oral group presentation of their export project (20%)

5- Program

Session	Duration	Topic / Method
Session 1	4 h	Lecture: Introduction; Important Trade milestones; Recent evolution of international Trade; Regional Trade agreements; Why do companies expand overseas? Why is export complex? How to target a market
Session 2	4 h	Lecture: Marketing; Marketing research; Marketing planning; Marketing segmentation; Marketing mix; Promotion; Business planning; Some tools (SMART, SWOT, PESTEL); Marketing plan; Case study; Data collection

continued on next page

Session 3	4 h	Lecture: Ensure the presence of products on the market; Entry strategies; Various ways to implant in the targeted country (licensing, foreign direct investment, etc.)
Session 4	4 h	Lecture: Building commercial policy; Exporting; Product; Exporting cost, pricing and sale; promotion; Countertrade, International contracts
Session 5	4 h	Lecture: WTO and regulation of international trade; Dispute settlement; world events and their consequences on business: how to prevent issues and adapt the business
Session 6	4 h	Lecture: Transport and logistics; Infrastructures; Terms of Trade = Incoterms, International ocean, air, land and multi-modal transportation; Packaging for export
Session 7	4 h	Lecture: International logistics security; Documentation and customs procedures; Custom clearance; Payment; Basic business finance; Finance for international Trade; Terms of payment
Session 8	4 h	Lecture: Currency of payment; Managing transaction risks; International commercial documents; International Insurance; Visit and comments of website on main international trade actors (International Chamber of Commerce, etc)
Session 9	4 h	Lecture: Using international logistics for competitive advantage; suppliers and support organization; exchange and questions about the full course; Preparation of the week-long project
Week-long project	35 h	Group work: the students will be asked to prepare a full project of export of a product overseas, with the description of all steps, from the decision to export to the delivery of the products and their payment, and with costs impact