

Minor export management (AEXM)

Coordinator:	MEA	Number of credits:	15
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Elements	ECTS	Name	Exam	Exam Period	Literature
AEXM10	3	Writing of an export plan	Assignment	T2	NA
AEXM03	3	Export planning, theory	Exam	T1	Leeman, J. (2017). <i>Export planning</i> (2nd edition). Pearson. ISBN: 9789043035705
AEXM04	2	Management simulation Phone Ventures	Assignment	T2	PhoneVenture manual is freely available
AEXM05	3	Intercultural management	Assignment	T2	Meyer, E. (2014). <i>The culture map breaking through the invisible boundaries of global business</i> . Public Affairs. ISBN: 9781610392501
AEXM08	2	European Union trade policy	Exam	T2	Materials on Canvas Supportive reading: McCormick, J. (2020). <i>Understanding the European Union</i> (– John McCormick – 8 th edition). Bloomsbury Academic. – ISBN: 9781352011197
AEXM09	2	Export marketing	Assignment	T2	Supplied by lecturer

Professional task:	To familiarize with work related to export and to work with international counterparts
Role:	Export manager, international sales person, export office staff
Ways of teaching:	Classes, coaching, learning tasks, management simulation, interviews, placement (20 days in total = 1 day/week), excursion(s).
Knowledge areas:	Objectives (the student):
Export Marketing Intercultural competences European Union	<ul style="list-style-type: none"> • is able to write a convincing export plan, using relevant theory • is able to develop marketing objectives, construct buyer personas, and map the customer journey for the chosen organisation. • can identify, analyze, and navigate complex cultural nuances and challenges within a global business context • can formulate comprehensive intercultural strategies for businesses • is able to formulate in what ways the EU has shaped its trade policy

Aeres competencies:
<ul style="list-style-type: none"> • To cooperate • To present • To enterprise • To appreciate the global perspective
Final qualifications:
<ul style="list-style-type: none"> • Dependent on curriculum studied.