

Makerere University Business School  
Faculty of Marketing and International Business  
Department of International Business and Trade

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Program:	Bachelor of International Business
Year of Study:	Three
Semester:	One
Academic Year:	2024/2025
Course Name:	Export and Import Management
Course Code:	MRK 3101

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Course Facilitators:	Dr. Racheal Nakigudde	0774 972445
	Ms. Hibah Nabadda	0778 634459
	Ms. Owen Kembabazi	0774 587400
	Ms. Grace Sojourner	0757 160490

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### ***Course Overview***

On a globalized economy all countries irrespective of their size need to interact internationally. Selling or sourcing abroad was an option in the past – but not anymore. Today it is a must for any company willing to survive and grow in a sustainable way. With billions of dollars generated annually, importing and exporting is a potentially lucrative area for growth, but it also full of a bewildering tangle of rules and regulations. However, the landscape of international trade is constantly shifting and is riddled with potential pitfalls. This course, *Export Marketing Management* is the key to help in to successfully navigating the often confusing and sometimes treacherous terrain.

From the big picture of pinpointing the best markets to the nitty-gritty of packing a container, this course examines how to spot potential risks, apply quality control procedures, prepare documentation accurately, and more. It shows one how to avoid the major pitfalls of international freight shipments and how to gain entry into world markets. It helps to understand the global factors involved in global customer service. In short, this programme teaches you all the ins and outs of air, land and ocean shipping, and about the business of import and export.

As import/export manager, you would have the responsibility of overseeing the entire import/export process. Advising clients on all matters involving their trade, including issues of tariffs and quotas, the import/export specialist is familiar with trade laws and regulations and determines whether the client is in compliance with them. This course gives you skills and competencies to enable the tracking of shipments, overseeing of administrative matters and working with customs in

support of operational efficiency. Export and import management provides students with the knowledge and practical skills required to perform effectively in the international trade arena.

Import/export is a multi-trilliondollar business and the mainstay of an expanding global economy. If you want to operate successfully in this vigorous international arena, you need a new and more comprehensive knowledge base (especially in the face of increasing levels of government scrutiny and the intensified security concerns that have arisen in recent years.

### ***A. Course Objectives***

The course aims to give the student the required skills to achieve the following goals:

- (a) to provide an understanding of the international sales environment from a strategic and operational view point;
- (b) to provide an understanding of the basic principles of international trade and ways of interaction with a foreign client /supplier; and
- (c) To enable students become familiar with the legal, technical, commercial and financial aspects of export and import operations.

### ***B. Course Assessment***

The course will be assessed in the following ways:

Coursework = 30 marks

Final exam = 70 marks

Total = 100 marks

NB. Course work can be either take-home, sit-in test or an online test

### *C. Course Content*

Topic	Details	Facilitator
1. INTRODUCTION TO EXPORT-IMPORT MANAGEMENT	<ul style="list-style-type: none"> <li>• The World of Export-Import today</li> <li>• Understanding Exporting and Importing</li> <li>• The Importance of Exporting and Importing</li> <li>• The Main Actors in Global Exports &amp; Imports</li> <li>• The Motivation for Companies to Export/Import</li> <li>• Measures for Improving Export Performance</li> </ul>	Dr. Racheal  (1 week)
2. MARKET ENTRY MODES	<ul style="list-style-type: none"> <li>• Piggybacking</li> <li>• Distributorships</li> <li>• Licensing and Franchising</li> <li>• Export Management Companies (EMCs)</li> <li>• Consolidated Importing</li> </ul>	Dr. Racheal  (1 week)
3. EXPORT-IMPORT PLANNING	<ul style="list-style-type: none"> <li>• Developing an Export/import plan- Typical example of EIP</li> <li>• Need for export plan</li> <li>• Market analysis</li> </ul>	Dr. Racheal  (1Week)
4. RISK MANAGEMENT AND CHALLENGES OF INTERNATIONAL TRADE	<ul style="list-style-type: none"> <li>• Commercial Risks</li> <li>• Political Risks- Assessing the Political Risk Map</li> <li>• Cargo/ Shipping Risks</li> <li>• Foreign Credit Risks</li> <li>• Foreign Exchange Risks</li> <li>• Intellectual Property Risks</li> <li>• Other Risks</li> </ul>	Ms. Owen  (1 week)
5. EXPORT-IMPORT DOCUMENTATION	<ul style="list-style-type: none"> <li>• The Importance of Import-Export Documentation</li> <li>• The Accuracy of the Documentation and its Importance</li> <li>• Categories of Documents</li> <li>• Trade Terms or International Commercial Terms (INCOTERMS) and their Application</li> </ul>	Ms. Owen  (2 weeks)
6. EXPORT PROMOTION AND EXPORT DEVELOPMENT	<ul style="list-style-type: none"> <li>• The Meaning of Export Promotion</li> <li>• The Importance of Export Promotion</li> <li>• Export Promotion Instruments</li> <li>• Export Promotion and Import Substitution</li> <li>• Export Promotion Programmes in Developing Countries</li> <li>• The Institutional Framework of Export Promotion &amp; Development</li> </ul>	Ms. Owen  (2 weeks)
7. INTERNATIONAL TRADE FINANCE	<ul style="list-style-type: none"> <li>• Trade Finance and its Significance</li> <li>• Methods of Payment in International Trade</li> <li>• The Role of Organizations in Providing Trade Financing</li> </ul>	Ms. Hibah  (1 Week)

8. DIGITAL TRADE AND E-COMMERCE	<ul style="list-style-type: none"> <li>• The Digital Economy</li> <li>• Understanding Digital Trade and E-Commerce</li> <li>• Essentials of E-Commerce</li> <li>• Characteristics of E-Commerce Transactions</li> <li>• E-Commerce Technologies at Different Levels</li> <li>• The Size of E-Commerce</li> <li>• Cross-border E-Commerce</li> <li>• Main Global Trends in the Development of E-Commerce</li> </ul>	Ms. Hibah (2 Weeks)
9. TRADE FACILITATION AND CUSTOMS SERVICES	<ul style="list-style-type: none"> <li>• Understanding Trade Facilitation</li> <li>• Customs and Port Formalities</li> <li>• Customs Clearance</li> <li>• Nomenclature and Classification of Goods for Customs Purposes</li> <li>• Customs Valuation</li> <li>• Origin of Goods</li> <li>• Enforcement and Compliance</li> </ul>	Ms. Grace (1 Week)
10. QUALITY ASSURANCE AND SAFETY STANDARDS AND REGULATIONS	<ul style="list-style-type: none"> <li>• The Need for and Significance of Quality Exports</li> <li>• Understanding Quality</li> <li>• Technical Requirements</li> <li>• Quality Management Systems</li> <li>• Conformity Assessment</li> <li>• Metrology and Accreditation</li> <li>• Quality Infrastructure for Conformity Assessment</li> <li>• The Challenges of Adhering to Quality Standards</li> <li>• The WTO Agreement on TBT and SPS</li> </ul>	Ms. Grace (2 weeks)
11. REVISION		Students

### READINGLIST

Branch, A. E. (2016). Export Practice and Management, 5th Edition: Kluger.

Gerald, A., Edwin, D., & Jesper, S. (2014). International Marketing and Export Management, 6<sup>th</sup> Edition: Prentice Hall

Rather, B., & Rather, J.S. (2014). Export Marketing, 4th Edition: Himalaya Publishing House.

Rob, A., & Terry, A. (2013). Start your own import/export business.

Stapleton, J. (2015). Elements of Export Marketing, 4th Edition: Woodhead – Faulkner Ltd.

Thomas, A. C., Renniw, A., & Kelly, R. (2013). Mastering import and export management, 4th Edition: Prentice Hall.

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