



Course Prescriptors – Overview.

The **Diploma in Export Enterprise** is organised within a 240 credit structure of core level 5 Export papers at 120 credits that comprise the **Certificate in Export Enterprise**, plus the specified 90 credits of core level 6 papers, and a choice of 30 credits of electives from the remaining level 6 papers as outlined in the regulations above.

Level 5 Subjects

EACT501 Export Accounting

An introduction to the key concepts, practices, techniques and philosophies of export Accounting. The paper covers an appreciation of how export accounting fits within broader export issues, such as Export Modelling and costing versus pricing for export products, how accounting relates to other export business functions such as procurement, operations, supply chain, marketing and international payment options.

BATF501 Banking and Trade Finance

This is a practical paper that develops a clear approach to the practices and procedures required in the various forms of international payment for goods and services using the banking system. It covers use of instruments of international trade banking including an introduction to Forex and futures as well as other profit protection methods.

This paper will introduce various forms of finance available for exporters and export products including both public and commercial assistance onshore and for offshore planning, including foreign direct investment.

EXLAW501 Export Law – an Introduction

This paper examines the underlying legal relationships between buyers and sellers in the international environment. It will consider contractual factors and practicalities involved in balancing the theoretical demands of new client acquisition and current client development. Additionally, the paper will address the legal obligations of parties as they contract along the value chain and how the ramifications of in market depth adds to additional legal commitments.

The resolution of international disputes and the protection of intellectual property will also form part of this paper.

EXHIS501 History of New Zealand Exports

This is an informative paper which examines the history of New Zealand's exports from frozen carcasses in the 1800's and our reliance on agriculture exports to modern day IP and weightless exports. This will examine the push to increase manufactured exports in the 1970's and examine how world trade and economic agreements such as the formation of the EU have played a part in our country's export strategy.

It will introduce social, economic and political theory to critically examine trends and forces.

TRPOL501 New Zealand Trade Policy

This paper examines current and past trade agreements that New Zealand has with its world trade partners. Students will be encouraged to independently research and study current compliance issues and apply these to individual products for export. This paper will also study the documentary process required to gain access to specific world markets and the corresponding regulations that are accordingly implemented in New Zealand.

Examination of the roles of MPI and NZTE and support agencies will be undertaken by students with participative studies on particular products to country requirements e.g. (OMARS) and (ICPRs)

SUPLO501 Introduction to Supply Chain and Logistics

This practical paper will examine the entire value chain for primary and manufactured products from growth or manufacture to delivery into specific markets. Students will examine the components of the supply chain within the overall value chain and the logistics of international transport by sea and air and in both ambient and controlled temperature modes. An introduction to the merging and collaboration of international supply chains will be examined.

BCOMT501 International Business Communication and Technology

This paper will draw on communication theory and practical examples to examine the forms of business communication particularly in an international environment. Detail will include the use of the latest communication technology including VOIP and email, exclusive use of the internet for research, business to business interface medium and portal and marketing through to web page development. Further, Students will learn how to use computer skills and use of specific software programmes as international time management tools for use both in New Zealand and offshore. An introduction to specialised LAN's using direct push email systems and the use of professional sales presentation software will be detailed.

EXMAR501 Introduction to Export Sales and Marketing

This paper provides an introduction to the key concepts, practices, techniques and philosophies of international sales and marketing. Further, the paper covers an appreciation of how selling fits within broader marketing issues such as CRM and channel integration and also how sales and marketing relate to other business functions such as operations, distribution, procurement and accounting. This paper will involve a number of case studies delivered by successful export sales and marketing leaders and encourage critical thinking about the fit with theoretical frameworks of sales and marketing.

Level 6 Subjects

EXMAR601 Export Sales and Marketing

Following on from EXMAR501 this subject will explore the in depth philosophies and practicalities of Export Sales and Marketing. In this portion of a two part paper students will apply research into particular products or product groups and relate that research to export marketing models that are offered to students by way of case studies.

This paper will discuss the various organisational models that are, or have been, evident in New Zealand exporting, including single desk monopoly, co-operative and commercial company.

Students will develop skills in the art of international contract negotiation and motivation sales techniques and a proportion of this paper will involve student application of the discipline in Export Project Management as part of the Marketing process.

EXMAR602 Export Sales and Marketing II

Part two of the export sales and marketing paper will concentrate on the advertising and sales promotion of products into the international market place including such factors as branding and labelling, sales aids and sales performance in a multilingual situation.

This paper will also have a large component encouraging and discussing market research analysis for export markets.

The paper will include an introduction to export modelling from an FOB point to the intricacies of consumer direct export marketing

COM602 Compliance, Food Safety & Security Policy

This practical paper examines the various forms of compliance for products leaving New Zealand for various international destinations. Students will be required to research compliance policies and apply this to current case studies with a view to developing new strategies and technologies. The compliance policies researched will be the current policies in place by New Zealand Government agencies such as NZFSA and Customs. Students will study the documentary requirements for compliance issues and will analyse many of the overseas market requirements which drive policy in this country such as EUROGAP, USDA and FDA.

EXPRO602 Export Procurement Management I

This paper will examine through extensive use of case studies and procurement models, how exporters can procure suitable primary produce for export. This part of a two part paper will have students concentrating on the various forms of export enterprises that procure primary products and their movement along the supply chain to shipment point.

Students will be expected to research INCOTERMS and apply this research to procurement along the supply chain.

Students will study the quality control systems that are implemented throughout the procurement process. They will also examine factors such as product protection through crop insurance, credit insurance, inherent vice, trademarks and intellectual property and will look at accountability for the returns to primary producers.

EXPRO603 Export Procurement Management II

Part II of this two part paper will concentrate on developing students' knowledge of the post shipment part of procurement services. This will involve a study of services procurement in transport, shipping, airfreight, insurance and also the in-market costs that may be prepaid by exporters.

A detailed study of static cover and marine insurance and the various export insurance policy options available to exporters will be undertaken.

This second part will also enable students to develop a negotiation strategy in relation to the procurement of products and services as compared to the sales negotiation skills gained in export sales management.

STATS602**Statistics & Trade Analysis**

This paper will develop student's ability to research trade statistics and information and apply and analyse that data to produce models for export product and develop future hypotheses based on that data.

Data will be used to prove and disprove past and future trade trends released by other organisations. The same data will be used to accurately predict future sales of particular products into markets to assist with feasibility studies.

VIT602**Viticulture in Export**

This paper is specifically designed to discuss the development of the wine industry in New Zealand. It will provide students with discussion comparisons between the Australian developed export markets for wine and the niche markets developed by New Zealand.

Students will be encouraged to research the world exports of both table grapes and wine products and demonstrate reason why each is suitable or unsuitable for producer countries.

The supply chain for bottled wine will be studied with consideration to controlled temperature versus ambient transport. Labelling and export costing and pricing for wine will be studied.

Wine exports will also be highlighted by relevant case studies including onsite visits to wineries and bottling enterprises.

FOR602**Forestry in Export**

This paper is specifically designed to discuss the development of the forestry industry in New Zealand. It will provide students with research opportunities into the form in which our wood products are presented for export from split logs to fully manufactured items and veneers.

Students will be encouraged to research the world exports of wood and wood products and demonstrate reason why each is suitable or unsuitable for producer countries.

The supply chain for bulk forestry including charter transportation will be studied in depth with a look at the innovations in containerisation used to attract additional bulk timber exports.

Forestry exports will also be highlighted by relevant case studies including onsite visits to production and mill areas.

HORT602**Horticulture in Export**

This paper is specifically designed to discuss the development of the horticulture industry in New Zealand. It will provide students with discussion opportunities on the 2001 deregulation of the pip fruit industries and the subsequent position of the industry post single desk monopoly. Several business leaders will present case studies.

Students will be encouraged to research the possibility of a kiwifruit deregulation and which models would be the most sustainable for the industry if this was to occur.

Other horticultural exports will also be highlighted with relevant case studies including onsite visits to production areas.

LOG602**Logistics of the Cool and Cold Chain**

This is an informative paper looking at the development of temperature controlled movement of in particular fresh and frozen products along the cool or cold chain.

Students will investigate the movement of goods by land, sea freight and airfreight both in temperature controlled containers and open hold reefer vessels.

Research will be conducted by groups into the demise of the conventional refrigerated carriers from New Zealand in recent years and a development of that research undertaken into a forecast of sea freight costs into the future.

An introduction to sustainability of fresh products using the cool and chain will be given.

FOR602 Foreign Exchange & Futures

Students will assess the viability of coverage of forward export sales contracts against exchange fluctuation versus the risk of no cover.

The paper will involve students in discussions and case studies on the need to lock in profit margins by utilising foreign exchange and futures products. This paper will consist of current examples of Forex products which will be delivered by senior International Banking Managers who have both New Zealand and offshore experience.

The paper will highlight the differences and/or similarities of products offered by commercial institutions both in New Zealand and offshore. Students will be encouraged to independently research these products and apply examples of their research to case studies of contracts completed for a range of export products.

EXTA602 Export Taxation

This is a practical paper which will examine and discuss current New Zealand taxation law in regard to export earnings and foreign direct investment. It will cover the effect of zero rated export sales from a GST perspective and discuss working examples of resident and non resident withholding tax.

Particular case studies will be undertaken of the offshore registration of companies versus New Zealand registration from a taxation perspective and also the intricacies of the taxation models in countries such as China, Australia, United Kingdom and the USA as comparators.

WAIT602 Introduction to the Weightless Economy

This paper is an informative introduction to the exports of services and intangibles.

Students will be guided through the application and process of intellectual property sales by way of case studies.

The export services sector will be studied in detail with regard to offshore contracting and the differentials between domestic servicing and offshore provision.

The export of education as a product will be introduced to learners and how this can be marketed as a product, although intangible. International organisations that have taken information technology models to foreign markets will present case studies and provide students with working models to discuss.

PRAC601

The Practicum will involve substantial work within an existing export business (or businesses) directly involved in the *export sales process* for a student electing to take the Practicum instead of the Export Sales Management papers I and II.

Or within an existing export *service provider* (or providers) directly involved in providing *international services to exporters* for a student electing to take the Practicum instead of the Export Procurement Management papers I and II. *Consideration will also be given to students who work in or have worked in the Support Services Division of an Exporting Company (e.g. Shipping and Logistics, Accounting, Export Procurement).*

To undertake the Practicum students will need the permission of their employer and proof of an acceptable standard of work will be required by the Academy at the end of the Practicum period. The student will be required to produce a report or similar scholarly work that demonstrates understanding of the relevance and application of theoretical concepts as required for the papers that the Practicum is a substitute e.g. either Export Sales Management papers I and II or Export Procurement Management papers I and II.