

Higher Certificate in Export Management

SAQA ID: 79427

Overview of Programme

Our Higher Certificate in Export Management is an on NQF level 5 and is quality assured by the Council on Higher Education (CHE) South Africa. You can complete this qualification in a year, but if life gets in the way, you have 4 years to wrap it up.

The past few years have seen a rapid growth in international trade in South Africa, which has been boosted by government support of this industry. This growth has generated massive demands for qualified and skilled professionals to administer exports processes for global businesses. Export executives fulfil various strategic functions such as pricing, sourcing, costing, distribution and freight marketing, to name but a few.

This qualification will give you a great entry point into the Export industry. With your introductory knowledge of export management and related marketing concepts, you can unlock doors for a successful future and career in international trade, supply chain management, exports or marketing.

Once you have completed this qualification you can continue your learning with IMM Graduate School and apply to do any one of our diploma or undergraduate degree programmes. Our BCom in Marketing and Management Science for example, now allows you to specialise in supply chain management and has been designed to provide students with a content-rich and application-oriented learning experience with the emphasis on employability and tangible value-add to companies. The BCom Degree in International Supply Chain Management.

**Marketing, Supply Chain
and Business**

Mode of delivery

The IMM Graduate School offers its qualifications primarily in an online format, augmented by a variety of additional content. The core material is available in a compelling digital presentation, complete with pacers, self-assessment opportunities, links to further material, articles of interest, and more. This digital portal also serves as the primary point of contact and communication on academic and administrative matters with a dedicated team to respond to student queries.

The content delivery is supported by regular eTutorials recorded and posted on the portal. eDiscussions facilitate further student to lecturer interaction.



Graduate School

Marketing • Supply Chain • Business

Higher Certificate in **Export Management**

This programme consists of seven modules and is structured as follows:

Core modules

- Fundamentals of Marketing
- Academic Literacy
- Basics of Export Trade
- Fundamentals of Business Numeracy
- Fundamentals of Export Administration
- Fundamentals of Supply Chain Management

Electives

You will need to select one of the following modules:

- Fundamentals of Sales Management
- Fundamentals of Project Management
- Fundamentals of Business Communication

Learning outcomes

- Demonstrate an elementary understanding of literacy with respect to academic writing, technology, numeracy and communications.
- Display an elementary but broad scope of knowledge in the field of business and be able to link marketing activities to the functioning of organisations.
- Associate and describe within a business context, the systems within which organisations operate and be able to link these to marketing opportunities.
- Explain the typical elementary methods and procedures involved in marketing.
- Explain the theories typically applied in the field of marketing and business management.
- Solve elementary marketing and business problems in organisations.
- Access, process and apply foundational marketing information, in view of ethical behaviour.

Admission Criteria

Admission criteria for prospective students who matriculated prior to and including 2007:

- Senior Certificate (Grade 12) with university exemption, plus a mark of at least 40% on higher grade or 50% on standard grade in Mathematics.
- A CV and RPL (Recognition of Prior Learning) application is required from prospective students over 23 years of age.
- A CV which must include work-related experience in detail and a copy of subjects passed must be included.
- No Senior Certificate will need to apply to HESA for conditional exemption.
- Company motivational letter confirming employment.
- No credit transfers for modules will apply for RPL. RPL will only apply for access to programmes.
- Students over the ages of 45 may RPL to apply as mature age applicants must provide the following documents: CV, Motivational Letter, Matric/Affidavit.
- Contact your consultant for more information.