

**ADDENDUM C:  
CURRENT CONTENT OF NWU MODULES FOCUSING ON INTERNATIONAL TRADE,  
PLUS AREAS FOR POSSIBLE EXPANSION**

COURSE	DETAILS	NUMBER OF ATTENDEES
<b>UNDERGRADUATE COURSES (B.Com International Trade):</b>		
EKIP211 (International Trade Relations)  First semester 2018 (Second-year students)	<p><b>Course content:</b> The course focuses on international trade relations and teaches students the following:</p> <ul style="list-style-type: none"> <li>• Trade theory;</li> <li>• Trade restrictions;</li> <li>• Trade policies implemented in developed vs developing countries;</li> <li>• The role of international organisations in trade such as the WTO, UNCTAD, WCO, IATTO, etc.;</li> <li>• The impact of trading blocs on global trade;</li> <li>• Analysing a country's balance of payments;</li> <li>• South Africa's position in the international trade environment.</li> </ul> <p><b>Additional WTO-related work added in 2018 (First semester):</b></p> <ul style="list-style-type: none"> <li>• A new assignment question was added in which students were required to evaluate the benefits of and threats to a multilateral trading system.</li> </ul>	510 students (Potchefstroom campus)  192 students (Vaal campus)
EKIP221 (International Trade Finance and Payment)  Second semester 2017 & 2018 (Second-year students)	<p><b>Course content:</b> The course focuses on international trade finance and payments as experienced by an exporting firm and teaches students the following:</p> <ul style="list-style-type: none"> <li>• The different financial risks that a firm faces when trading internationally (buyer risk, country risk, exchange rate risk and bank risk);</li> <li>• Methods and terms of payments;</li> <li>• Analysing practical applications and case studies to determine the level of risk involved and the appropriate method and terms of payment;</li> <li>• The principles and role of export credit insurance;</li> <li>• Incoterms and the cost components of an export price;</li> <li>• How to work with foreign exchange and the impact of exchange rates on transactions;</li> <li>• Impact of South African foreign exchange policies on international trade;</li> <li>• Categories of international trade finance available to firms by banks, confirming houses and other facilities by government.</li> </ul> <p><b>Additional WTO-related work added in 2017 &amp; 2018 (Second Semester):</b></p> <ul style="list-style-type: none"> <li>• None</li> </ul>	<u>2017:</u> 353 students (Potchefstroom campus)  253 students (Vaal campus)  <u>2018:</u> 403 students (Potchefstroom campus)  201 students (Vaal campus)

<p>EKIP311 (International Trade Geography)</p> <p>First semester 2018 (Third-year students)</p>	<p><b>Course content:</b> This course highlights the importance of a country's geography for its international trade competitiveness. It introduces students to the analysis of international trade and market accessibility data. The course currently includes the following:</p> <ul style="list-style-type: none"> <li>• Analysing the interaction between density, distance and division in economic development;</li> <li>• The role of first nature geography on economic development and growth;</li> <li>• Trade competitiveness of landlocked counties in comparison with coastal countries;</li> <li>• The influence of market access on a country's income and export levels from a geographical perspective;</li> <li>• Examining trade costs in a geographical context;</li> <li>• Analysing and interpreting trade data in order to answer some key intelligence questions for policymakers, importers and exporters all over the world;</li> <li>• Preparing a market attractiveness overview for a chosen product;</li> <li>• Analysing the market accessibility of countries around the world and including this information in a market attractiveness analysis.</li> </ul> <p>(This course therefore links closely to WTO-related issues of trade facilitation and market access.)</p> <p><b>Additional WTO-related work added in 2018 (First semester):</b></p> <ul style="list-style-type: none"> <li>• The following source was added under the theme of trade costs: WTO &amp; OECD. 2015. Aid for Trade at a Glance 2015: Reducing Trade Costs for Inclusive, Sustainable Growth.</li> </ul>	<p>279 students (Potchefstroom campus)</p> <p>189 students (Vaal campus)</p>
<p>EKIP321 (International Business Communication)</p> <p>Second semester 2017 &amp; 2018 (Third-year students)</p>	<p><b>Course content:</b> This course is based on teaching students the role of effective communication, as well as language and cultural barriers in international trade.</p> <p>On completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Explain why communication is an essential business tool.</li> <li>• Discuss the many circumstances giving rise to the need to communicate with other parties when transacting business at an international level.</li> <li>• Give examples of factors that can potentially complicate the communication process at an international level.</li> <li>• Give a detailed description of the components of culture, and illustrate with the help of examples how cultural differences can pose a major hurdle to effective communication in an international business context.</li> <li>• Provide practical guidelines on how best to communicate and, where necessary, negotiate with business people from other countries around the world.</li> <li>• Given practical cases involving a breakdown in communication between a South African and a foreign business partner (e.g. importer, agent or licensee), identify the source of the problem in each case and</li> </ul>	<p><u>2017:</u> 277 students (Potchefstroom campus)</p> <p>153 students (Vaal campus)</p> <p><u>2018:</u> 376 students (Potchefstroom campus)</p> <p>177 students (Vaal campus)</p>

	<p>recommend an appropriate means of getting the business relationship back on track.</p> <ul style="list-style-type: none"> <li>Given practical cases involving different business interactions at an international level, compile emails, formal proposals and reports, promotional material and other forms of written communication using an appropriate format and style in each case.</li> <li>Explain how the new digital tools and techniques can be used to enhance a company's communication.</li> </ul> <p><b>Additional WTO-related work added in 2017 &amp; 2018 (Second semester):</b></p> <ul style="list-style-type: none"> <li>WTO material from the Public Forum of 2017 was used as a basis for information from which students had to write a press release.</li> <li>26 August 2018: Guest lecture by Dr S Brouwers on international business cultures and practices.</li> <li>29 August 2018: Guest lecture by Ms Karle Bell on communication in a digital age: Social media and digital communication in the international business environment.</li> <li>Guest lectures by Prof Sonja Grater (NWU) on the Potchefstroom and Vaal campuses about career development and opportunities in the field of international trade.</li> </ul>	
<b>TOTAL undergraduate students (Second semester 2017): 1036 (EKIP221 and EKIP321)</b>		
<b>TOTAL undergraduate students (First semester 2018): 1170 (EKIP211 and EKIP311)</b>		
<b>TOTAL undergraduate students (Second semester 2018): 1157 (EKIP221 and EKIP321)</b>		

<b>POST-GRADUATE COURSES (B.Com Honours International Trade):</b>		
<p>EKIP613 (Export Marketing)</p> <p>First semester 2018</p>	<p><b>Course content:</b> Outcomes of this module:</p> <ul style="list-style-type: none"> <li>Demonstrate as an individual and/or part of a group how to assess whether or not a company is ready to export – even in the face of local market shrinkage and/or competitive pressures – to venture into foreign markets;</li> <li>Demonstrate knowledge of the number of techniques used to determine the potential of foreign markets and, using these techniques, identify appropriate market segments and market entry strategies – all against a backdrop of varying company requirements and circumstances;</li> <li>Demonstrate the competence to evaluate various types and sources of foreign market information and the techniques used to assess and interpret such information;</li> <li>Demonstrate the competence to evaluate each of the controllable elements of marketing from an international perspective and determine how best the elements can be combined and applied in the face of varying company and market circumstances.</li> <li>Compile a full export marketing plan at the end of this course.</li> </ul>	<p>24 students (Potchefstroom campus)</p>

	<p><b>Additional WTO-related work added in 2018 (First semester):</b></p> <ul style="list-style-type: none"> <li>• None</li> </ul>	
<p>EKIP616 (Advanced Trade Theory)</p> <p>First Semester 2018</p>	<p><b>Course content:</b> This course focuses on theories of international trade and policy and includes:</p> <ul style="list-style-type: none"> <li>• More in-depth international trade theory;</li> <li>• International trade policy <ul style="list-style-type: none"> <li>○ This includes a discussion on the role of the WTO in assisting countries with trade policy development;</li> </ul> </li> <li>• Analysing as an individual and/or part of a group, exchange rates and open-economy macro-economics.</li> </ul> <p><b>Additional WTO-related work added in 2018 (First semester):</b></p> <ul style="list-style-type: none"> <li>• 19 March 2018: Guest lecture by Dr Gustav Brink (consultant) on the role of the WTO in South Africa's trade relations.</li> <li>• 16 April 2018: Guest lecture by Prof Sonja Grater (NWU) on Global Value Chains and the changing landscape of trade.</li> </ul>	<p>24 students (Potchefstroom campus)</p>
<p>EKIP618 (Research Methods)</p> <p>First semester 2018</p>	<p><b>Course content:</b> This module sets out to equip students with better research skills. Students are also provided with the necessary skills to assess the export competitiveness and market attractiveness of different countries for any product under investigation. Knowing how and where to acquire international trade data and how to analyse and compare country performance will not only benefit students academically, but also in the work place.</p> <p>See <b>ADDENDUM A</b> for further details on specific developments in this course by Prof Ermie Steenkamp and Dr Ernst Idsardi.</p>	<p>24 students (Potchefstroom campus)</p>
<p>EKIP619 (International Logistics Management)</p> <p>First semester 2018</p>	<p><b>Course content:</b> On completion of the module, the student should demonstrate:</p> <ul style="list-style-type: none"> <li>• integrated knowledge of the role and importance of logistics in international supply chains;</li> <li>• the ability to evaluate the relevant issues and challenges in an international logistics system;</li> <li>• an ability to critically analyse the different components of an international logistics system;</li> <li>• understand the basic theories of inventory management, and warehouse and distribution management;</li> <li>• knowledge of transport management and operational management aspects, and understand the underlying principles of each of these components;</li> <li>• the ability to work as an individual or in groups to formulate strategies for each of the international logistics components.</li> </ul> <p><b>Additional WTO-related work added in 2018 (First semester):</b></p>	<p>24 students (Potchefstroom campus)</p>

	<ul style="list-style-type: none"> <li>• This is a new course from 2018, focusing on International Logistics Management. The course is based on a new textbook: The Handbook of Logistics and Distribution Management, 6<sup>th</sup> ed. (Rushton, Croucher and Baker).</li> <li>• 15 March 2018: Guest lecture by Mr Francois van Heerden (entrepreneur and consultant) on the Evolution of Business in the 4<sup>th</sup> Industrial Evolution: Understanding industry, development, revolution, technology and the future.</li> </ul>	
<p>ECON621 (International Monetary Relations)</p> <p>Second semester 2017 &amp; 2018</p>	<p><b>Course content:</b> After completion of this module the student should be able to:</p> <ul style="list-style-type: none"> <li>• demonstrate well-rounded and systematic knowledge of the changing face of the world economy and the factors influencing international competitiveness;</li> <li>• demonstrate the competence to evaluate the underlying causes of economic wellbeing as reflected in a country's economic growth and development, as well as the role of the balance of payments and other selected indicators in highlighting a country's general economic performance and potential;</li> <li>• analyse as an individual and/or part of a group, the macro-economic policies that a country's national authorities implement to maximise savings and investment, control inflation and currency fluctuations and enhance a country's competitiveness;</li> <li>• demonstrate well-rounded and systematic knowledge of the composition of the international monetary system; and</li> <li>• analyse as an individual and/or part of a group, the economic events and decisions – both locally and internationally – that have moulded South Africa's business environment in recent years.</li> </ul> <p><b>Additional WTO-related work added in 2018 (Second semester):</b></p> <ul style="list-style-type: none"> <li>• New content on trade wars (protectionism vs multilateralism) was added to the course content and a related assignment for the students to investigate this matter.</li> <li>• 6 September 2018: Guest lecture by Mr Henry Cockeran (NWU) on the international financial crisis and indicators that can help predict these crises.</li> <li>• 13 September 2018: Guest lecture by Prof Derick Blaauw (NWU) on issues in the South African labour market.</li> <li>• 20 September 2018: Guest lecture by Prof Raymond Parsons (NWU) on South Africa's economic performance.</li> <li>• 27 September 2018: Guest lecture by Mr Theo Meintjies on the 4<sup>th</sup> Industrial Revolution.</li> </ul>	<p>43 students (Potchefstroom campus)</p>
<p>EKIP625 (Export Admin)</p> <p>Second Semester 2017 &amp; 2018</p>	<p><b>Course content:</b> This is a practical course that teaches students about export processes and after completion of this module the student should be able to:</p>	<p><u>2017:</u> 19 students <u>2018:</u> 24 students (Potchefstroom campus)</p>

	<ul style="list-style-type: none"> <li>• Understand the role played by various public and private sector entities in a typical export transaction, as well as the documents involved;</li> <li>• Analyse the contract between a seller and a buyer and make recommendations for methods of payment, cargo insurance and Incoterms;</li> <li>• Evaluate as an individual and/or part of a group, the relationship between export costing and the Incoterms;</li> <li>• Calculate export costings accurately per Incoterm;</li> <li>• Apply as an individual and/or part of a group, the process of evaluating and responding to export enquiries and the subsequent successful expedition of exports;</li> <li>• Show in-depth knowledge of the customs environment, the new Customs Act in South Africa (that was signed in 2015) and the role of the WCO; and</li> <li>• Perform correct product classification and VAT calculations.</li> </ul> <p><b>Additional WTO-related work added in 2017 &amp; 2018 (Second semester):</b></p> <ul style="list-style-type: none"> <li>• 30 August 2017: Guest lecture by Mr David Liebenberg (customs and excise specialist) on the role of the new Customs Act legislation on trade in South Africa.</li> <li>• 7 September 2018: Guest lecture by Ms Juanita Maree (Savino del Bene) on the legalities and contractual issues in international transactions (legal implications).</li> <li>• 14 September 2018: Guest lecturer by Mr David Liebenberg (customs and excise specialist) on the role of customs, product classification and VAT calculations, and the impact of the new Customs Act on trade facilitation in South Africa.</li> </ul>	
<p>EKIP626 (International Trade Law)</p> <p>Second semester 2017 &amp; 2018</p>	<p><b>Course content:</b> After completion of this module the student should be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate well-rounded and systematic knowledge of the broad structure of the international legal environment, as well as some of the traditional and more contemporary beliefs and practices that lend colour to the international legal landscape;</li> <li>• Demonstrate as an individual and/or part of a group, the general principles surrounding the formation and termination of contracts (and some country variations in this regard) and the contractual chain that characterises a typical international trade transaction;</li> <li>• Demonstrate the competence to evaluate the legal principles governing buying and selling internationally, the importance of intellectual property protection in this regard and some of the new legal challenges posed by internet-based commerce; and</li> <li>• Demonstrate well-rounded and systematic knowledge of the contract of cargo insurance.</li> <li>• From 2014 this course has also included a discussion on the role of the WTO in dispute resolution, and a guest lecturer, Dr Gustav Brink, has been involved in teaching students about dispute settlement in the WTO.</li> </ul> <p><b>Additional WTO-related work added in 2017 &amp; 2018 (Second semester):</b></p>	<p><u>2017:</u> 19 students <u>2018:</u> 24 students (Potchefstroom campus)</p>

	<ul style="list-style-type: none"> <li>• None.</li> </ul>	
ECON627 (Research project)	<p><b>Course content:</b> After completion of this module the student should be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate well-rounded and systematic knowledge of the research process;</li> <li>• Demonstrate as an individual the practical skills to plan a research project, undertake the study, analyse the results and disseminate them; and</li> <li>• Demonstrate the competence to identify a research question in the fields of economics, risk management or international trade, retrieve relevant information, apply basic statistics and econometric methods to analyse and interpret the research results, and then communicate the findings in an ethically sound, oral presentation using the appropriate IT programmes as well as in an Honours dissertation.</li> </ul> <p><b>Additional WTO-related work added in 2017&amp;2018 (Second semester):</b></p> <ul style="list-style-type: none"> <li>• None.</li> </ul>	
<b>TOTAL postgraduate students (4<sup>th</sup> year level) Second semester 2017: 19</b>		
<b>TOTAL postgraduate students (4<sup>th</sup> year level) First semester 2018: 24</b>		
<b>TOTAL postgraduate students (4<sup>th</sup> year level) Second semester 2018: 43</b>		

<b>OTHER COURSES AND GUEST LECTURES:</b>		
B.Com Honours in Economics (in modules ECOH621 and ECOH622)	<p><b>Additional WTO-related work added in 2017 &amp; 2018 (Second semester):</b></p> <ul style="list-style-type: none"> <li>• 4 September 2017: Guest lecture by Dr Leon Louw on economic freedom (myth and reality)</li> <li>• 18 September 2017: Guest lecture by Dr M Montfort (IMF) on growth accelerations and decelerations in the SSA economies.</li> <li>• 16 October 2017: Guest lecture by Prof Raymond Parsons (NWU) on the medium-term budget and South Africa's economic policy.</li> <li>• 9 October 2017: Guest lecture by Mr Michael Adams (SA Reserve Bank) on analysis and research on the economy by the SA Reserve Bank.</li> <li>• 30 July 2018: Guest lecture by Dr Gary van Vuuren (consultant) on South Africa's credit ratings.</li> <li>• 31 July 2018: Guest lecture by Prof Sonja Grater (NWU) on the role of GVCs in trade and understanding Trade in Value Added (students were also given a research assignment on this topic).</li> </ul>	<p><u>2017:</u> 15 students <u>2018:</u> 10 students (Potchefstroom campus)</p>
<b>TOTAL additional students: 15</b>		