

TRAINING COURSE EXPORT MANAGEMENT ADVANCED TRAINING

SCHEDULE

Contact person:

Wojciech Muras

E-mail: wojciech.muras@uni-leipzig.de

Tel: +49 341 97-33760

Ritterstraße 9-13 (Room 2.5)

04109 Leipzig

www.sept.uni-leipzig.de

www.fit4export.de

www.internationalstartupcampus.com

Agenda 2021

Introduction

Business Case presentation

01.10.2021 (Fr)	2:30 pm - 3:20 pm	Official welcome
01.10.2021 (Fr)	3:20 pm - 5:00 pm	Companies presentation

Module 1:

International Business Model Development

Lecturer / Trainer

02.10.2021 (Sa)	9:00 am - 12:15 pm	Strategic Market and Competitors Analysis	Wojciech Muras
02.10.2021 (Sa)	1:15 pm – 4:30 pm	Customer analysis and planning, value proposition	Gunnar Kaßberg
08.10.2021 (Fr)	3:00 pm – 6:15 pm	Market entry and international distribution strategies	Gunnar Kaßberg
15.10.2021 (Fr)	3:00 pm – 6:15 pm	Designing the international marketing strategy	Gunnar Kaßberg
16.10.2021 (Sa)	9:00 am – 4:30 pm	International Negotiations and Negotiation Strategies	Remigiusz Smolinski

Module 2:

Market Entry Plan

22.10.2021 (Fr)	3:00 pm – 6:15 pm	International Marketing – Introduction to e-commerce	Projecter GmbH
23.10.2021 (Sa)	9:00 am – 4:30 pm	International Marketing – Online Marketing	Projecter GmbH
29.10.2021 (Fr)	3:00 pm – 6:30 pm	Payment and delivery conditions – Incoterms 2020	Mirko Dörry
30.10.2021 (Sa)	9:00 am – 4:30 pm	Duty and foreign trade – customs law and export control	Mirko Dörry
04.12.2021 (Fr)	3:00 pm – 6:15 pm	Financing foreign trade - overview	Hans-Peter Kloppe
05.12.2021 (Sa)	9:00 am – 12:15 pm	Formation of international contracts with examples	Hans-Peter Kloppe
06.11.2021 (Sa)	1:15 pm – 4:30 pm	Guarantees in foreign trade – introduction to Letter of Credit	Hans-Peter Kloppe
10.12.2021 (Fr)		Deadline for presentation of the export plans by students/alumni	

Red marked sessions - Students who took part in the SEPT Module 202: International marketing of SME in 2020 or 2021 are not obligated to be present on the sessions that were already covered in the mentioned module.