

Course		
International Trade		
Lecturer	Duration	ECTS /Credits
Frank Harmeling Frank.harmeling@mac.com	2 SWS (= 90 minutes class per week)	3
Course Character	Semester	Course Language
Elective Course	Fall Semester	English
Prerequisites		
None.		
Description of the Course		
<p>Students will be introduced to the basic management instruments of international trade. Students will research the trade activities of one particular companies based on given real cases and present these to the class. The role of the main global Mega-Trends such as Globalization, Digitization and Urbanization will be explored. The goal of the course is for students to obtain an understanding of the key drivers of international trade that allows them to critically assess complex trade activities in a global context.</p>		
Course components		
<p>a. Attendance and participation: Attendance and participation in class is strongly encouraged as general discussion, asking questions, and answering questions will foster the understanding of the course contents.</p> <p>b. Presentation: Students will be required to give a presentation on a course-relevant topic/given case during the semester. Grades will be dependent on presentation quality and performance. The presentation will be 100% of final course grade.</p>		
Course Outline:		
<ol style="list-style-type: none"> 1. Introduction to Mega-Trends influencing International Trade <ol style="list-style-type: none"> 1.1 Globalization 1.2 Digitization 1.3 Urbanization 2. Theoretical Background <ol style="list-style-type: none"> 2.1 Macro Environment Analysis 2.2 Porter´s Five Forces 2.3 Portfolio´s 2.4 Product Life Cycle 3. Real Cases <ol style="list-style-type: none"> 3.1 Harvard Business School 3.2 IKEA 		
References		

The seminar is based primarily on the following references:

Kotler, Philip, Keller Kevin Lane Hill, C.	<u>Marketing Management</u> . Pearson Edinburgh Gate 2012. <u>International Business Competing in the Global Marketplace</u> . McGraw-Hill 2011.
Dahlvig, Anders	<u>The IKEA Edge</u> , Building Global Growth, McGraw-Hill 2012.

Important Note:

The above outline is tentative and can be modified. This outline is only designed to give students an idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated in class.