

International Trade

Semester	Duration	Course character	Workload	Credit Points	Examination form
	one Semester/ once a year	Elective	90 h, davon 28 h Contact studies 62 h Self studies	3	Presentation

Course coordinator

Prerequisites

Non

Description of the course

Students will be introduced to the basic management instruments of international trade. Students will research the trade activities of one particular company based on given real cases and present these to the class. The role and impact 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.

Competency aims

Students will understand and enabled to apply the characteristics and basics of international trade. The participants will understand the differences between domestic and international trade and the impact and correlation of macroenvironmental and management models. They will understand and apply the principle of competitive advantage in a globalized business environment. Students will obtain an understanding of the key drivers of international trade to enable better comprehensive understanding and decision-making.

Course components

1. **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.
2. **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.

References

Kueger, Anne, International Trade, Oxford University Press, New York, 2020.

Kotler, Philip; Keller, Kevin Lane, Marketing Management, Pearson, Edinburgh, 2012.

Hill, C., International Business Competing in the Global Marketplace, McGraw-Hill, 2011.

Hans Mühlbacher et al, International Marketing – A Global Perspective, Thomson, London, 2006

Dahlvig, Anders, The IKEA Edge, Building Global Growth, McGraw-Hill, 2012.

Lecturer	Course language	Usability in ongoing studies / other studies
Frank Harmeling	English	International Business