

<b>International Business and Trade 1</b>					
<b>Identification number</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>When</b>	<b>Duration</b>
3021	160 h	6	7 <sup>th</sup> semester	Once a year	1 semester
<b>1</b>	<b>Lectures</b> Foreign Trade 1	<b>Class contact time</b> 4 contact hrs / 60 h	<b>Self-study</b> 100 h	<b>Planned group size</b> 20 students	
<b>2</b>	<b>Learning Outcomes / Skills</b> The lecture will convey knowledge in a global macro-economic context. Students will learn how to understand environment, processes and effects of the international economic process, how to explain and interpret terms, connections and developments relevant to foreign trade and how to analyse the diverse functions in business administration under the aspect of cross-border factors of production in the context of a sustainable overall view.				
<b>3</b>	<b>Contents</b> The following focuses will be dealt with: <ul style="list-style-type: none"> <li>• The Internationalisation of Economy</li> <li>• The Regulatory Framework of Foreign Trade</li> <li>• The Impacts of Globalisation</li> <li>• Internationale Market Entry Barriers (political-legal, economic, behaviour-orientated)</li> <li>• Tarrif and Non-Tarrif Trade Restrictions</li> <li>• Market Selection and Market Development (Blue and Red Ocean Models)</li> <li>• The Timing of the Market Entry</li> <li>• Forms of Market Entry (export-related, intermediary, hierarchic)</li> </ul>				
<b>4</b>	<b>Course type</b> Seminar lectures with case studies and project work				
<b>5</b>	<b>Participation requirements</b> none				
<b>6</b>	<b>Examination form</b> Paper/presentation or written exam (120 min.)				
<b>7</b>	<b>Requirements for the Awarding of Credits</b> Minimum grade of „sufficient“ in the examination				
<b>8</b>	<b>Application of the Module</b> (in other programmes of study) BA Business Administration BA International Business and Management BA Economic Engineering				
<b>9</b>	<b>Module supervisor and full-time lecturer</b> <b>Prof. Dr. Austermann; Prof. Dr. Meyer-Schwickerath; Dr. Mario Lucas</b>				
<b>10</b>	<b>Other</b> 1) Work documents and special Reading list announced at the beginning of the semester 2) General Literature: <ul style="list-style-type: none"> <li>• Büter, Clemens: The Foundations of Global and Intra-Community Trade Relations, Berlin 2008</li> <li>• Dülfer, Eberhard et al.: International Management in Different Cultural Areas, Munich 2008</li> <li>• Hollensen, Svend: Essentials of Global Marketing, Prentice Hall 2010</li> <li>• Krugman, Paul, et al.: International Economy, Theory and Foreign Trade Policy, Munich 2009</li> </ul>				