

Course: International Markets					
Semester	Duration	Course character	Workload	Credit Points	Examination form
Fall semester	one semester/ once a year	Elective	90 h, consisting of 28 h Contact studies 62 h Self studies	3	Cumulative
Course coordinator			Prerequisites		
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Description of the course					
<p>This course provides students with an understanding about how the environment for business varies around the world. We will analyze different developed, emerging and developing countries and areas regarding the following issues: industries, natural resources; trade regulations; national political system; financial regulations; corruption; protection of intellectual property; labor standards, education and human resources; environmental standards; standard of living.</p> <p>The students will develop the conceptual tools necessary to understand and analyze differences between countries and their markets. Business examples will provide further insight into the opportunities and pitfalls that companies are faced with in today's global world.</p>					
Competency aims					
<p>Specialist skills: analyze different market categories by using suitable criteria Methodical competencies: research and choose relevant academic sources, explain a topic by using academic writing skills Social competencies: giving constructive feedback, receiving and accepting feedback from others Personal competencies: using English language to write and present a chosen topic</p>					
Course components					
<p>a. Homework: Reading assignments and case study preparation will be given for homework. The readings and cases will be discussed and analyzed in class.</p> <p>b. Attendance and participation: Attendance of at least 75% is required. Participation in class is strongly encouraged as general discussion, asking and answering questions will help understanding the course material.</p> <p>c. Seminar paper (incl. presentation): Students will write a seminar paper and hold a presentation about the same topic. Group papers and presentations are possible. During the first week of the course students will obtain information on possible topics for the papers.</p> <p>The final grade is based on: Seminar paper 40%, presentation 40%, attendance and participation 20%. To receive a passing grade of the course, students must obtain at least 50% of the total points possible.</p>					
References					
Leo McCann		International and Comparative Business, Sage 2014			
Hill, John		International Business, Sage 2019			
Gerber, James		International Economics, Prentice Hall 2014			
Lecturer	Course language	Usability in ongoing studies / other studies			
Dipl.-Kffr. Kerstin Kubik-Wenzel	English	Study abroad; bachelor thesis			