

Course		
International Markets		
Lecturer	Duration	ECTS / Credits
Dipl.-Kffr. Kerstin Kubik-Wenzel k.kubik-wenzel@ostfalia.de	2 SWS (= 90 minutes class per week)	3
Course Character	Semester	Course Language
Elective Course	Spring Semester	English
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 in today's global world.</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>		
Preparation for and Participation in Class:		
<p>You are expected to have completed all assigned readings and to have prepared input for discussions prior to each class. Classroom lectures/discussions will be utilized to develop and enhance your understanding of the material. You have to be prepared at all times to actively participate in classroom discussions and group exercises, and will be asked to present your group results. You should attend class and participate on a regular basis.</p>		
Course Outline:		
<ol style="list-style-type: none"> 1. Development of a conceptual base <ol style="list-style-type: none"> a. Analysis of statistical data b. Business case studies c. Company material 2. Research on different countries and their markets regarding <ol style="list-style-type: none"> a. industries, natural resources 		

- b. trade regulations
 - c. national political system
 - d. financial regulations
 - e. corruption
 - f. protection of intellectual property
 - g. labor standards, education and human resources
 - h. environmental standards
 - i. standard of living
3. Seminar papers, presentations and discussion of selected countries and areas

Selected References:

The seminar is based in particular upon the following references:

Leo McCann	International and Comparative Business, Sage 2014
Hill, John	International Business, Sage 2019
Gerber, James	International Economics, Prentice Hall 2014

The seminar is also based upon the following references:

Journals, articles, company material

Important Note:

The above outline is tentative to give you an idea of the sequence of topics. It can be modified and is only designed to give you 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.