

International Markets

Course Title <i>Titel</i>	International Markets
Course Status <i>Fachstatus</i>	Mandatory within specialisation International Business (English Track)
Frequency/Duration <i>Häufigkeit / Dauer</i>	Winter term, 1 semester
Target Group <i>Zielgruppe</i>	5th semester students of Betriebswirtschaftslehre with specialisation in International Business (English Track)
Course Description <i>Kursbeschreibung</i>	This course places an emphasis on market dynamics when competition is international. Starting with macroeconomic aspects of international trade and exchange rate systems the course then focuses on microeconomic theories of competitive advantages and their implications for market analysis. Finally, aspects of international market selection and positioning are discussed.
Prerequisites (recomm.) <i>Vorkenntnisse (empf.)</i>	Marketing, Volkswirtschaftslehre Wirtschaftspolitik, International economic policies Management in the global economy
Required Materials <i>Arbeitsmittel</i>	Selected literature: Krugman/ Obstfeld/ Melitz: International Economics: Theory and Policy, latest edition, Pearson, Harlow Daniels/ Radebaugh/ Sullivan: International Business - International Edition, latest edition, Pearson, Harlow Baldwin/ Wyplosz: The Economics of European Integration, McGraw Hill, London Case studies and selected articles Publications from OECD, IMF, WTO, The Economist
Course outcomes <i>Lehrresultate</i>	Students are enabled to analyse, explain and – to a certain degree – forecast market reactions in an internationalized economy and assess their implications for marketing decisions.
Course topics <i>Kursinhalte</i>	<ol style="list-style-type: none">1. Macroeconomics:<ol style="list-style-type: none">1.1 Germany's and Europe's trade relations1.2 Balance of Trade1.3 Exchange Rates and Exchange Rate Systems1.4 Selected Aspects of Trade Policies2. Comparative advantages and deducted indicators3. Heckscher Ohlin and indicators4. Location decisions and FDI5. Monopolistic competition and international trade<ol style="list-style-type: none">5.1 Economies of scale and of scope5.2 Krugman's basic model6. Strategic implications for companies<ol style="list-style-type: none">6.1 Porter's generic strategies6.2 Segmentation and targeting6.3 Selected aspects of international pricing

Course Methods <i>Lehrmethoden</i>	Lecture with a high degree of embedded practical exercises
Course and examination language <i>Lehr –und Prüfungssprache</i>	English
Special features <i>Besonderheiten</i>	none
Subsequent courses <i>Weiterführende Kurse</i>	none
Applicability <i>(Verwendbarkeit)</i>	Creditable in the program Wirtschaftsingenieurwesen upon request
Course Structure <i>Umfang/ Credits</i>	4 – 0 – 5 (Lecture hours – Practise – Credit points)
Workload	60 – 0 – 90 (Lecture hours – Practise – Self study)
Assessment/ Duration <i>Leistungsnachweis/ Dauer</i>	Written exam (120 minutes)
Lecturers <i>Lehrpersonen</i>	Prof. Dr. Cabos, Hardkop
Coordinator <i>Verantwortlich</i>	Prof. Dr. rer. pol. Karen Cabos
Last review <i>Letzte Überprüfung</i>	March 2017