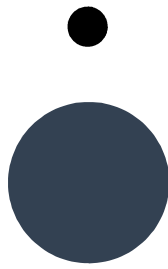


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Hochschule Konstanz
University of Applied Sciences



Course number: BWB 31844
International Market Access
Study Level: Bachelor /
Undergraduate

Language of Instruction: English
ECTS Credits: 3

Serving new foreign markets based on trade and foreign direct investments is increasingly relevant in a globally competing environment. This course prepares students to acquire a better understanding of how internationalization has been taking place across the world. Students learn to analyze how international markets are accessed by companies based on own research projects. Along the preparation of a report, students learn how to utilize the increasing volume of official registry data to assess economic developments across countries. Moreover, based on group work students apply advanced empirical methods to quantify economic developments. The course prepares students for the accomplishment of projects in the field of international business and economics.