

**Objectives:**

Students gain insights of the development of the world economy and its economic regions, understand the main dynamics of globalization and drivers of internationalization. They get an overview of internationalization theories and know different parameters analyzing markets. By the end of the course, students should be able to distinguish and know differences of market entry and international collaboration forms. We will develop an understanding of dynamics and transformation of markets.

Contents:

- Introduction to emerging and developed markets
- Market players and institutions
- International trade and investments
- Introduce different internationalization theories
- Analyzing markets
- Market entry modes and international collaborations
- Managing market dynamics
- Value creation and localization.

Assessment:

Grading is based on a 90-minute written final examination.