



Course number: BWB 42460
Internationalisation
Study level: Bachelor /
Undergraduate

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Language of instruction: English
ECTS Credits: 5

This module highlights the importance of foreign trade relations for the welfare of an economy. After this course, students can describe the foreign trade network of an economy with suitable measures and interpret these measures. They get to know economists' explanatory approaches to the "gains from trade" and understand the elemental forces of the globalization process in a rule based open world economy. The course also enables students to analyze undesirable developments associated with globalization and introduces them to remedial measures.

Students are familiarized with international economic models. Starting with the canonical trade models (e.g. Ricardo, Heckscher-Ohlin, Monopolistic Competition) students will be acquainted with several trade models explaining observed real trade patterns. Furthermore, monetary aspects appearing along with international trade will be accounted for in the second half of the course. Successful participants will leave the course with a broad understanding of ample topics, which are discussed, in daily newspapers and in multinational enterprise units.

Model based analysis of business and economic related problems.

Contents:

International Management

Students will understand the severe effects of globalization on national and international enterprises. They will be able to recognize different cultural aspects and their impact on business, market assessment und market entry strategies. They will be able to apply different organizational strategies for international enterprises and solve critical issues of international human resource management. They will acquire knowledge about the international marketing mix and the management of international risks.

International Economics

This course intends to familiarize students with international economic issues. Starting with the classical trade models (e.g. Ricardo, Heckscher-Ohlin, Monopolistic Competition) students will be acquainted with several trade models explaining real trade patterns. Furthermore, monetary aspects appearing along with international trade will be accounted for in the second half of the course. Successful participants will leave the course with a broad understanding of ample topics which are discussed in daily newspapers and in multinational enterprise units.