

## INTERNATIONAL BUSINESS

Course dates: 9 July – 3 August 2017

Credit hours: 4 credit hours - US / 8 credit points-ECTS

### Syllabus

Instructor:	Professor Dr. Mechthild Schrooten	Email: Mechthild.Schrooten@hs-bremen.de
	Hochschule Bremen / City University of Applied Sciences	
	Professor of Economics	

Time: Monday-Thursday 9:30 – 12:45

### Objectives of the course:

The students will broaden their knowledge of international relations, international organisations, international business and management tools. They learn to choose appropriate research methods to answer complex questions in an international and global context. The students will be able to analyse problems and case studies in international context and to design basic solutions and get a basic understanding of relevant factors the emergence for economic, financial and ecological crises and their implications for International Business. In addition, the students will strengthen their relevant cultural skills necessary to work successfully in an international team.

No	Topic	What you will learn
1	Europe and the World	Basic concepts of regional and global integration File: Europe and the World
2	National Accounting in an open economy	Basic concepts of international integration – understanding the balance of payments File: Balance of payments
3	Trade and trade-offs	Absolute and comparative advantages Understanding the Ricardian Model File: Trade and trade offs File: Hill_Chap001
4	Trade Barriers and trade policy	Market structures and custom unions The role of the WTO File: Custom Unions
5	Free trade or fair trade?	The basic ideas of free and fair trade TTIP and fair trade File: Free Trade_ Fair trade
6	Companies and countries	Born globals, MNE enterprises and hidden champions File: Multinational enterprises
7	Success factors for international business	Indicators and case studies – culture matters File: Modern forms
8	Exchange rates and profits	The effects of exchange rates on international trade File: Financial Integration
9	International financial integration and financial crises	How to understand crises? File: Financial crisis
10	Migration in a globalized world	Migration patterns File: Migration Additional Readings: Migration and the Economic Crisis
11	Written examination	

**Grading / Evaluation Criteria:**

Presentaion in class: 40 %

Participation in class: 20 %

Written examination: 40 %

**Grading System:**

A	93-100%	B-	80-82%	D+	67-69%
A-	90-92%	C+	77-79%	D	63-66%
B+	87-89%	C	73-76%	D-	60-62%
B	83-86%	C-	70-72%	F (Fail)	0-59%

**HSB-INTERNATIONAL SUMMER SCHOOL**

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