

Syllabus
IBU2133E Techniques in International Commerce
Prof. Dr. Matthias Handrich
Winter Semester 2023/24

Level	Bachelor	
Credits	3 ECTS	
Student Contact Hours	2 SWS	
Workload	The workload for this course is 90 h (30 h in-class, 10 h group work, 50 h individual work)	
Prerequisites	Participants should have completed all the foundation courses in management	
Time	Wednesdays 15:30 -17:00	
Room	W 1.5.06	
Start Date	14.03.2023	
Lecturer	Name	Prof. Dr. Matthias Handrich
	Office	W.2.3.04
	Virtual Office	https://app.alfaview.com/#/join/alfaview-wur/6d2e0514-01f9-4d0f-bf50-4efb1164f14c/b8e637fe-031d-4422-a149-7ca663e6b6c5
	Colloquium	Tuesdays, 15:30 – 17:00
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Summary

In *Techniques in International Commerce*, students will learn about strategies on how to manage international business activities, techniques of international trade and other forms of corporate foreign engagement. Moreover, students will learn about distributed ledger technologies as they represent one new and important digital way for future of international trade. Students will also have to do a large case study on assessing the future of global international key industry. Finally, the lectures on applied theories and frameworks will be supplemented with examples and discussion boards.

Areas that we will cover in *Techniques in International Commerce* are:

- Foundations of international trade: Definitions, theories, and data on international business
- Strategies and techniques for trade based cooperative, and direct investment-based forms of market entry
- Organizational Design and Risk Management of International Companies
- International Monetary System, Trade Policies and Trade Barriers
- Export and import operations: customs procedures, transportation, ocean and air logistics, export credit insurance, international distribution, export financing
- New developments in international commerce: Distributed Ledger Technologies and Blockchain

Outline of the Course

Ses- sion	Dates	Topic
1	11.10	Kick-off, getting to know each other, managing international business activities (international business and its drivers, international strategy and foreign market entry, organizational design and risk management of international companies)
2	18.10	Practical Case Session I: Assessing the future of global key industries – Introduction, discovering trends, 5 Forces
3	25.10	Practical Case Session II: Industry Analysis: PESTEL, Stakeholder Analysis
4	08.11	Practical Case Session III: Scenario Analysis and Wildcards
5	15.11	International trade and commerce: Importance of international trade, global market places, theories of international trade and investment Part I

6	22.11	International trade and commerce: Theories of international trade and investment Part II, Export and Import Procedures, Customs and Tax Regulations, Delivery and Payment Procedures
7	29.11	International Monetary System, Trade Policies and Trade Barriers
8	06.12	Distributed Ledger Technologies for international trade
9	13.12	Presentation industry analysis – groups 1 and 2
10	20.12	Presentation industry analysis – groups 3 and 4
11	10.01	Presentation industry analysis – groups 4 and 6
12	tbd	Guest Lecture
13	17.01	Q&A, Exercises, Summary, Wrap-up

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods	
After completion of the program the students will be able...		After completion of the course the students will be able...	Presentation	Written Exam
			40%	60%
			Collective	Individual
1	Expert Knowledge			
1.1	...to demonstrate their distinguished and sound competencies in General Business Administration.	... to understand the relationship between different subjects in International Business.	X	X
1.2	...to demonstrate their distinguished and sound competencies in Economics.	... to explain and use different techniques in international business and management, especially concerning export finance, customs regulations, and transportation.	X	X
1.5	...to demonstrate profound expert knowledge in their field of specialization.	... to analyze different approaches to foreign market entry.	X	X
2	Digital Skills			
2.2	...to effectively use and apply information systems to develop solutions in business settings.	... to use online resources for researching, assessing, and integrating information to solve business case studies.	X	
2.3	...to effectively use digital technologies to interact, to collaborate and to communicate.	...to take ownership of their own learning process on an online platform.	X	
2.4	...to handle the professional use of digital technologies in a responsible manner.	... to use computer programs such as MS Office to solve and present business case studies.	X	
3	Critical Thinking and Analytical Competence			
3.1	...to implement adequate methods in a competent manner and to apply them to complex problems.	...to reflect on theoretical approaches during critical discussions in class and by developing solutions to case studies.	X	
4	Ethical Awareness			
	...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	... to discuss implications of international business activities for all stakeholders involved.	X	X
5	Communication and Collaboration Skills			
5.1	...to express complex issues effectively in writing.	... to convey their knowledge and opinions on international business in written business English in their preparation of their presentations and their exam.	x	X
5.2	...to demonstrate their oral communication skills in presentations.	... to convey their knowledge and opinions on international business in oral business English in their presentations.	X	
5.3	...to work successfully in a team by performing practical tasks.	... to work in project teams to solve case studies and deliver presentations. Students take responsibility for group tasks, processes, and performance.	X	
6	Internationalization			
6.1	...to understand and explain business challenges in an international context.	... to get a sound and competent knowledge in the areas of International Business.	X	X
6.2	...to articulate themselves in a professional manner in international business.	... to communicate/negotiate in English and are able to use the relevant cultural skills necessary to work successfully in an international environment.	X	X

Teaching and Learning Approach

Students will have group deliverables (practical case studies) that are to be uploaded to our Learning Management System. Active student participation is expected. The workload for this course is 90 h (30 h in-class, 10 h group work, 50 h individual work)

All students must participate in the group work during the lectures and select one key industry for their group presentation. Presentation length is 45 minutes per group. The students will be assigned during the first lecture.

Literature and Course Materials

A copy of the slides can be downloaded from the e-learning platform

Articles and other readings posted on the e-learning platform

Griffin and Pustav (2015): International Business: A Managerial Perspective, 8th Edition

Michael Geringer, Jeanne McNett, Michael Minor, Donald Ball Jr. (2015): International Business

<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/the-use-and-abuse-of-scenarios>

Assessment

Group presentation	40%
Final exam (60 minutes)	60%

The grading is as follows:

- 1.0 Very good, a performance significantly above the average
- 2.0 Good, an above average performance
- 3.0 Satisfactory, an average performance
- 4.0 Adequate, a below average performance with noticeable shortcomings
- 5.0 Fail, an unacceptable performance (usually 10-15%)