

Techniques in International Commerce

**General Course Details**

Title: IBU2131 Techniques in International Commerce  
Language: English  
Credits: 3 (2 SWS)  
Level: 3 (Bachelor)  
Sessions: One session per week, see current curriculum schedule for actual room and time.  
Participants: Students of International Business. ISP Students, etc.  
Requirements: Participants should have completed all the foundation courses in management

**Lecturers Details**

Name: Professor Dr. Matthias Handrich  
Office: W2.3.04  
Contact: Email: [Matthias.handrich@hs-pforzheim.de](mailto:Matthias.handrich@hs-pforzheim.de)  
Colloquium: Tuesday, 11.30 – 13.00

Lecture Time: Wednesday, 13:45 – 15.15 Room: W1.3.03

**Description of Course**

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
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- 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

### Learning Objectives

The following illustrates how the course supports the Learning Objectives of the International Business.

LO	Learning Objective / Outcome	Contributions to learning objectives	Assessment
1.1	<b>Expert knowledge</b>  Students show that they have sound basic knowledge ...  ... in Business Administration.	After completing this course students are able to	<ul style="list-style-type: none"> <li>- Exam</li> <li>- Presentations</li> <li>- Discussions</li> <li>- Case-study analysis</li> </ul>
1.2	... in Economics.	<ul style="list-style-type: none"> <li>- understand the relationship between different subjects in International Business</li> <li>- explain and use different techniques in international business and management, especially concerning export finance, customs regulations, and transportation.</li> </ul>	
1.3	... in Business Law.	<ul style="list-style-type: none"> <li>- analyze different approaches to foreign market entry</li> </ul>	

<p>2.1</p> <p>2.2</p>	<p><b>Use of information technology</b></p> <p>Students demonstrate proficiency in using computer programs to solve business problems.</p> <p>Students are able to use information systems effectively in real world business settings.</p>	<ul style="list-style-type: none"> <li>- Students will take ownership of their own learning process on an online platform</li> <li>- Students will be able to use online resources for researching, assessing, and integrating information to solve business case studies</li> <li>- Students will be able to use computer programs such as MS Office to</li> </ul>	<ul style="list-style-type: none"> <li>- Presentations</li> <li>- Case study analysis</li> <li>- Discussion board</li> </ul>
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		<p>solve and present business case studies</p>	
<p>3.</p>	<p><b>Critical thinking and analytical competence</b></p> <p>Students are able to apply analytical and critical thinking skills to complex problems.</p>	<ul style="list-style-type: none"> <li>- Students will reflect on theoretical approaches during critical discussions in class and by developing solutions to case studies</li> </ul>	<ul style="list-style-type: none"> <li>- Case study analysis</li> <li>- Discussions</li> <li>- Exam</li> </ul>
<p>4.</p>	<p><b>Ethical awareness</b></p> <p>Students are able to develop business ethics strategies and apply them to typical business decision-making problems.</p>	<ul style="list-style-type: none"> <li>- Students will discuss implications of international business activities for all stakeholders involved</li> </ul>	<ul style="list-style-type: none"> <li>- Discussions</li> <li>- Case Study analysis</li> </ul>

<p>5.1</p> <p>5.2</p>	<p><b>Communication skills</b></p> <p>Students are able to express complex problems effectively in writing</p> <p>Students demonstrate their oral communication skills in presentations and papers.</p>	<ul style="list-style-type: none"> <li>- Students will be able to convey their knowledge and opinions on international business in written and oral business English</li> </ul>	<ul style="list-style-type: none"> <li>- Discussions</li> <li>- Presentations</li> <li>- Exam</li> </ul>
<p>6.</p>	<p><b>Capacity for teamwork</b></p> <p>Students show that they are able to work successfully in a team by performing practical tasks.</p>	<ul style="list-style-type: none"> <li>- Students will work in project teams to solve case studies and deliver presentations</li> <li>- Students take responsibility for group tasks, processes, and performance</li> </ul>	<ul style="list-style-type: none"> <li>- Case Study analysis</li> <li>- Presentations</li> </ul>
	<p><b>Specific knowledge</b></p>		<ul style="list-style-type: none"> <li>- Exam</li> </ul>
<p>7.1</p>	<p>Sound and competent knowledge in the areas of International Business</p>		<ul style="list-style-type: none"> <li>- Case Study analysis</li> <li>- Presentations</li> <li>-</li> </ul>

**Contents of the Course**

Session	Dates	Topic
<p>1</p>	<p>01/04</p>	<p>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)</p>
<p>2</p>	<p>08/04</p>	<p>Practical Case Session I: Assessing the future of global key industries – Introduction, discovering trends, 5 Forces</p>

3	15/04	Practical Case Session II: Industry Analysis: PESTEL, Stakeholder Analysis
4	29/04	Practical Case Session III: Scenario Analysis and Wildcards
5	13/05	International trade and commerce: Importance of international trade, global market places, theories of international trade and investment Part I
6	20/05	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	10/06	International Monetary System, Trade Policies and Trade Barriers
8	17/06	Distributed Ledger Technologies for international trade
9	24/06	Presentation industry analysis – groups 1 and 2
10	01/07	Presentation industry analysis – groups 3 and 4
11	Tbd	Presentation industry analysis – groups 5 and 6
12	Tbd	Presentation industry analysis – groups 7 and 8
13	Tbd	Q&A, Exercises, Summary, Wrap-up

### Didactical Approach and Workload:

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 2 times 45 minutes per group. The students will be assigned during the first lecture.

### Method of Assessment:

Group Participation (group presentation, individual and group deliverable)	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%)

**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>