

# KOL7009BS INTERNATIONAL TRADE MANAGEMENT

## 1. MODULE SUMMARY

### Aims and Summary

This module aims to provide students with an introduction to the main issues in international trade, from an operative point of view. In addition to reviewing the main actors, regulations and institutions involved in it, and analysing the world trade exchanges and their characteristics, students will also have the opportunity to critically understand the operational aspects of international trade. Students will gain knowledge of theories of international trade and the role (and controversies) of its management by global institutions. The module will also develop technical skills involved in conducting international trade. The rationale is to provide learners with some of the necessary tools of export management, in order to enable them to be operative once their studies are completed.

### Module Size and credits

Module level	7
Credits	15
ECTS credits	7.5
Total student study hours	150
Total study weeks	12
Pre-requisites and co-requisites	None

## 2. TEACHING, LEARNING AND ASSESSMENT

### Intended Module Learning Outcomes

On successful completion of this module, the learner should be able to:

1. Critically analyse the nature of international trade, its main actors, the legal frameworks and institutions, and their major issues.
2. Critically analyse and evaluate the trade exchanges at both quantitative and qualitative levels.
3. Apply knowledge of practical procedures in the conduct of international trade.
4. Demonstrate synthesised understanding and capability to elaborate an articulated export strategy for an international company, comprehension of all the main phases and with consideration of its critical issues.

### Indicative Content

- World regions and international trade

- Regional integration, typologies and impact of trade blocs
- Trade Analysis
- Methodologies and techniques of trade analysis
- Working in the export business
- The nature of export business and the role of export manager.
- How to elaborate a successful export strategy
- Market selection, entry strategies and intermediaries.

## Teaching and Learning

Learning will be facilitated through a variety of methods such as lectures, seminars, workshops, online activities and group work. Students are expected to engage in both class-based and online activities and discussions. This module requires students to participate in additional guided reading and self-directed study to reinforce the learning gained from traditional lectures and seminars.

The content materials are delivered by lectures and seminars and is available at the beginning of each semester on Canvas under the Module folder. The lectures cover the theoretical aspects and contemporary issues of topic areas together with their practical application, using real-world examples, exercises, assignments, group work and discussions.

Seminars consist of specially designed topical exercises and discussion questions to enhance students' understanding of the subject matter. Company visits, guest lectures and, where relevant, computer-based training packages may be used to supplement the lectures and seminars and help to achieve the intended learning outcomes.

## Assessment Components

Component	Component Type (Core (P/F) / Applied Core (%))	Credits for this component	Learning Outcomes Assessed	Number of attempts allowed up to final deadline (Core Components only)
CW	Applied Core	5	3, 4	
EX	Applied Core	10	1, 2, 3	

## Details of Assessment Tasks

CW: A 1,000 words Individual Report. Assesses learning outcomes 3 and 4.

EX: A two-hour (closed book) Exam. Assesses learning outcomes 1, 2 and 3.

Composition of module mark:	CW 5 credits and EX 10 credits
Pass requirements:	CW must be at least 40% and EX must be at least 40% and module mark must be at least 40%.

## Method of Reassessment

Coursework and/or exam as appropriate.

### **3. MODULE RESOURCES**

#### **Essential Reading List**

Hill, C.W.L. (2021). *Competing in the Global Marketplace*. 13. edition, Mc Graw Hill

#### **Recommended Reading List**

Recommended reading will be updated and detailed by the module leader.

Lee, E. (2013). *Management of International Trade*. New York: Stringer.

An annually updated reading list including a list of other recourses such as contemporary Journal articles, reports and blogs will be provided.

In addition, students will be expected to carry out independent research to explore topics within contemporary publications in order to broaden their knowledge and understanding beyond the core content delivered in lectures.

#### **Required Equipment**

No special equipment needed.

#### **Date of Approval**

NOV 2022