

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	International Economics and Business			
Course code (LAIS):	<i>EkonB015</i>			
Study programme:	Business Administration			
Level of Study programme:	<input type="checkbox"/>	Short-cycle professional higher education		
	<input checked="" type="checkbox"/>	Professional Bachelor		
	<input type="checkbox"/>	Professional Master		
	<input type="checkbox"/>	Academic Master		
	<input type="checkbox"/>	PhD level		
Type of Study programme:	<input checked="" type="checkbox"/>	Compulsory course (Part A)		
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)		
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)		
	<input type="checkbox"/>	Elective courses (Part C)		
Course Workload:	Credits/ ECTS	Academic hours	Contact hours	Independent work hours
	3	75	30	45
Course Author/ Tutor:	Maira Leščevica			
	Professor, Dr.oec			
	e-mail: maira.lescevic@va.lv			
	Consultation: according to the schedule for each semester			
Study Form:	Full time studies			
Study year, semester:	2 nd Year, 3 rd Semester			
Language:	Latvian			
Prerequisites for the Course: <i>(if necessary)</i>	Microeconomics, macroeconomics			
Course Summary:	<p>The aim of the study course is to help students to apply the acquired theoretical knowledge to the analysis and evaluation of practical - national, international economic processes. The course is aimed at enabling students to independently assess and judge international economic processes.</p> <p>Students will gain insight into the main regularities of the international economy and deepen knowledge about factors that stimulate and stimulate economic growth. The international trade policy will be linked to the national economy, the international capital and financial system. Students will deepen their understanding of the place and opportunities of the European Union and Latvia in the international economy</p>			
Assessment:	Exam			
Requirements for Credits:	<p>1) An Essay on an international trade relations, factors influencing economic relations between countries. Submitted and accepted a research paper.</p> <p>2) Participation in seminars</p> <p>3) Final examination type: exam – report and presentation</p> <p>Final evaluation consists of: 3 ratings (activity in seminars 20%, report 30% and exam 50%)</p>			
Abiding by the Academic Ethics	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is exmatriculation.</p>			

Learning Outcomes; the evaluation methods and criteria	Learning Outcomes		The evaluation methods and criteria	
	Knowledge			A report on an international economic process, factors affecting economic relations between countries. Defending
	Understands the international economy and trade (theories and policies)			
	Understands international economic cooperation			
	Understands the essence of the international financial system			
	Understands export, import situations and conditions			
	Skills			
	Can assess the export and import options for a particular product / service		Export / import assessment for a specific product / service	
	Able to conduct market research		Export / import assessment for a specific product / service	
	You can design and defend an export / import plan		Export / import plan for a product / service	
Competency				
Can find and justify the most appropriate export / import solution for a particular type of product / service		Defined export / import plan for a product / service		
Course Compulsory literature:	<p>Deresky H. (2017) International management (Ninth edition). Pearson, 376 pages.</p> <p>International Business Strategies of SMEs (2017) Internationally elaborated online course materials, Eliademy.com, https://eliademy.com/app/a/org/1778 (checked on 21.08.2018), students get access after second lecture.</p> <p>Hopkins R.A. (2017) Grow Your Global Markets, Apress, 282 pages.</p> <p>Krugman, R. (2014). International Economics (10th Edition ed.). NY: Addison Wesley.</p> <p>Motivating SMEs to Cooperate and Internationalize (2017) Ed.by Tesar G., Vincze Z., Routledge, 266 pages.</p> <p>World Trade Organization. (2018). International trade Statistics 2018. WTO.</p> <p>World Trade Organization. (2017). International trade Statistics 2017. WTO.</p>			
Course additional literature:	<p>Eiropas Komisija. (2007). Vienotai Eiropai - viena valūta. Ceļš uz eiro. Eiropas Komisija. Brisele: Eiropas Komisija.</p> <p>Lībermanis G. (2004) „Starptautiskie ekonomiskie sakari un Latvija”, Kamene.</p> <p>Oļevskis G. (2004) „Starptautiskā ekonomika”, Jāņa Rozes apgāds.</p> <p>Gunnars Hofis K. (2002) „Biznesa ekonomika”, Jāņa Rozes apgāds.</p>			
Course confirmation date:	6., January 2020.			
Date of course description update:	30., September, 2024.			

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	Historical development of international economics and trade. The essence of the international economy, the characterization of the current situation	4	2	Lectures and practical group works
	International Trade Theories and Policies. Free trade and protectionism, Export and import; Balance of payments.	4	10	Lectures and practical group works. Essays
	International Trade and Economic Cooperation Organization International Currency Exchange System, Global Currency Market; international monetary system; international financial system. Strategy. Selection of a specific product and export / import country	4	4	Particular product/ service export/ import selection and country selection. Communication with company as necessary

	Market penetration, licensing, franchising	4	4	Selection of a specific product and export / import country Contacting the company as needed
	Branch, subcontractor, contract work; FDI types; Takeover; Joint venture, Fusion, Alliance, Co-operation Trading conditions	4	6	Lectures and practical group work Contacting the company as needed
	The essence, management and process of international marketing. The most popular market research and analysis methods FDI types;	4	6	Lectures and practical group work Contacting the company as needed
	The essence, history and processes of international logistics Conditions for choosing the most appropriate mode of transport Recommended structure of export / import plan	4	10	Lectures and practical group work Contacting the company as needed
	Developing and defending an export / import plan	2	3	Defending
	Hours total:	30	45	