

<b>1. Course (module) name</b>	<b>2. Code</b>
International Trade Strategies	

<b>3. Lecturer (s)</b>	<b>4. Division(s)</b>

<b>5. Cycle of studies</b>	<b>6. Course (module) level</b>	<b>7. Course (module) type</b>
First	Course is not divided into parts	Mandatory

<b>8. Delivery form</b>	<b>9. Delivery period</b>	<b>10. Delivery language (s)</b>
Full-time	Semester 3	English

<b>11. Requirements for students</b>	
<b>Preliminary requirements:</b>	<b>Associated requirements (if any):</b>
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<b>12. Scope of course (module) in ECTS credits</b>	<b>13. Full workload of a student (hours)</b>	<b>14. Contact work hours</b>	<b>15. Independent work hours</b>
6	160	40	120

<b>16. Course (module) purpose: competences developer by the course programme</b>
The objective for the International Trade Strategies module is for the students to understand trade areas, strategies, concepts and models for the trades.

<b>17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement</b>			
<b>Results (targets) of the course</b>	<b>Results of the course</b>	<b>Methods of studies</b>	<b>Evaluation methods of academic achievements</b>
Students have to understand and to know the international trade strategies, concepts, structure, models and be able to apply it in the real world.	Students will understand the current international trade strategies used in business areas	Lectures	Examination
	Students will understand the trends in business field.	Lectures, group case study	Examination and assessment of the group task(s)
	Students will appreciate how business developments in one part of the markets can influence other parts of the industry / market, understand the main parts of trades.	Lectures, group case study	Examination and assessment of the group task(s)

<b>18. Strategy and criteria of student assessment</b>			
<b>Assessment method</b>	<b>Per cent</b>	<b>Delivery time</b>	<b>Evaluation criteria</b>
Individual tasks	20%	During the semester	Understanding of the coursework task briefs (20%), clear summary of the key issues (20%), clear presentation of the conclusions (20%), complete answers to all parts of the brief (40%) Excellent – above 70% Good – 60-70% Adequate – 40-59% Inadequate – under 40%
Group tasks	25%	During the semester	Understanding of the coursework task briefs (20%), clear summary of the key issues (30%), clear presentation of the group's conclusions (20%), evidence of the contributions of all group members (10%), ability to answer questions on the presentation from the examiner (20%).

			<p>Excellent – above 70%</p> <p>Good – 60-70%</p> <p>Adequate – 40-59%</p> <p>Inadequate – under 40%</p>
Examination	55%	During the semester	<p>Evidence of understanding the subject through appropriate answers to the questions (50%), clear and concise answers (30%), depth of analysis (10%), logic (10%).</p> <p>Excellent – above 70%</p> <p>Good – 60-70%</p> <p>Adequate – 40-59%</p> <p>Inadequate – under 40%</p>