

Vak: Core Areas of International Business 2

credits: 5

Vakcode	LBVP22CAB2A
Naam	Core Areas of International Business 2
Studiejaar	2022-2023
ECTS credits	5
Taal	Engels
Coördinator	S. Orgiu

Werkvormen	Onderwijs
Toetsen	Core Areas of International Business 2 - Computer, organisatie ToetsCentrum

Leeruitkomsten

Economics:

- Define and describe relevant economic terminology and distinguish between economic terms.
- Distinguish between different markets and how economics operate there.
- Perform relevant calculations.
- Predict the effects of a single event on a relevant market and discuss implications therefore for relevant stakeholders.

Research:

- Basic concepts of business statistics.
- Central tendency.
- Dispersion.
- Correlation and Regression.
- Time-series.
- EXCEL analysis and presentation.

PLOs:

- WT3.1
- TWM24.1

Inhoud

In this project in Period 1.2, students will learn relevant theory about the external business environment in terms of economics and research.

First, through a series of (mass) lectures focused on economics, students will learn about the most important global macro-economic factors and policies that drive international trade and business development. Focus will be both on basic economic terminology and mechanisms as well as the predominant markets that businesses operate in. At the end of this, students will be equipped to determine how relevant economic factors may shape business decisions.

Second, through a series of (mass) lectures focused on research, students will learn how to organize and analyze business data, conduct descriptive analysis, and use regression analysis to make a prediction.

Third, through a series of workshops, students will apply what they have been taught in the economics and research (mass)lectures by analyzing and practicing relevant cases in class.

Opgenomen in opleiding(en)

International Business 4 Year

School(s)

International Business School

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