



APPLIES TO ACADEMIC YEAR 2006/2007

EXP 2430 International Trade and Export Operations

Program

Bachelor's Program in International Marketing

Responsible for the course

Runar Framnes, Erik Grønn

Department

Marketing

Term

According to study plan

ECTS Credits

9

The course has two distinct parts:

- Give an outline of international economic institutions and major trends in international development.
- Introduce the students to the the basics of export operations, such as the contractual frameworks, INCO-terms, export financing, terms of payment.

Objective

The primary aim is to develop knowledge of relevant internal and external structures in Norway and in the international business society. The course will give insight in relations between Norway and the EU, EEA, WTO, etc. with an emphasis on the impact of these institutions on business and export. Also several aspects of practical export operations will be adressed.

Prerequisites

Students are adviced to follow closely all topics on international economic development in mass media prior to course commencement.

Compulsory literature

Books:

Austvik, Ole G., Erling Vårdal og Ivar Bredesen. 2002. Internasjonal handel og økonomisk integrasjon. Oslo: Gyldendal. Selected chapters
Gundersen, Fridtjof Frank. 2002. Introduksjon til EU. Sandvika: Fr.Fr. Gundersen
Solberg, Carl Arthur. 2005. Internasjonal markedsføring. 7. utg. Oslo : Universitetsforlaget

Other:

Some of the handouts will be compulsory

Recommended literature

Other:

A collection of handouts, or selfprint from Internet. The students are responsible for keeping themselves informed on this point

Course outline

- EU, EEA and Norway
- Presentation of Norwegian export institutions (Ministry of Foreign Affairs, The Norwegian Export Council, GIEK etc.)
- Presentation of international organizations (WTO, OECD, EEA etc.) for economic cooperation
- Case-presentations from leading Norwegian exporters
- The operational body of contracts in international trade
- Topics of special interest, such as trade barriers and recent developments in the world economy

Computer-based tools

None

Course structure

The course is based on 54 lectural hours. Lectures highlighting a selection of topics. Guest lecturers and cooperative exercises

Evaluation

A three-hour individual written examination concludes the course.

Evaluation code(s)

EXP 24301 International Trade and Export Operations - Written exam, accounts for 100% of the final grade in the course EXP 2430, 9 ECTS credits.

Aids at the examination

None

Makeup exam

A re-sit is normally held at the end of the next course.