

Title of the Course		INTERNATIONAL SALES AND TRADE	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge			
Science Sector	Social science		
Science Subsector	Entrepreneurship management		
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		14	
Individual work/ discussions in distance		16	
Exams/tests		2	
1 st level professional study programme	Business Logistics		
Author(s) of the course	Mg.sc.soc. Ligita Āzena		
Lecturer(s) of the course	Mg.sc.soc. Ligita Āzena		
Goal of the course:	To develop students’ understanding about the meaning of international trade and sales in an enterprise, plan and manage the processes of international trade and sales in different fields.		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% Test – 50% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. Knowledge: 1.1. A student understands, assesses and shows explicit knowledge about international sales and trade, demonstrating critical application of this knowledge as a basis for creative thinking and research, including acting in different fields. 2. Skills: 2.1. A student uses the theoretical background integrating the gained knowledge in different fields, makes decisions on the choice of respective international marketing strategy for the international market and propose solutions. 3. Competences: 3.1. A student uses new strategic approaches to the development of trade complex and sales organisation in the changeable and complicated uncertainty conditions, make theoretical investment into the improvement of professional knowledge and practical investment into the improvement of international sales and trade processes.			
Content of the Course			

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E-studies	Test
1.	Essence of international trade 1.1.Causes of international trade 1.2.Goals of international trade 1.3.Types of international trade	8	4	1	2	2
2.	Necessary justification for international sales 2.1. Justification of general international trade 2.2. Theories of international trade		6	2	2	
3.	Policy of international sales and trade 3.1. Policy development of international sales and trade in Latvia 3.2. Criteria for choosing international market 3.3. Segment assessment of international market		4	1	2	
4.	Export and import deals in the international market 4.1. Product export and defining the export product value 4.2. Product import, its meaning 4.3 Export and import of service		4	2	2	
5.	Strategies of international sales and trade 5.1. Promotion strategies 5.2. Price formation strategies 5.3. Strategies for entering into market		6	2	2	

6.	Accounts in international markets 6.1. Currency rate and currency market 6.2. System of international currency 6.3. European Monetary union		6	2	2	
7.	Main global players in international sales 7.1. Global Sales organisation 7.2. International and external sales of EU products 7.3. Analysis of the main partners in product sales		6	2	2	
8.	Latvia's enterprises in the EU and world 8.1. Latvia and the EU 8.2. Latvia and Global Sales organization 8.3. Latvia and World Bank 8.4. Latvia and European Reconstruction and development bank 8.5. Latvia and International Monetary Fund 8.5. International economic organisations of sectors		4	2	2	
TOTAL:		8	40	14	16	2
80						

Mastering the course and successfully passing examination, student is capable of (*knowledge, skills and competencies*)

Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
Knowledge	Name and recognise terms	Define and recognise terminology	Understand and offer a solution to a problem-situation
Skills	Use and justify usage of terms	Evaluate and analyse usage of terms in practice	Synthesize, model and discuss about real problem-

			situations
Competences	Responsibility, initiative, creativity during evaluation of real problem-situations	Decision-making, critical thinking during real problem-situations, presentations skills during offering solutions to real problem-situations	Organisation and planning skills, self-discipline during solving different complexity issues and ability to make informed decisions
Acknowledgement of the obtained study results			
Study Results	1.	2.	3.
Evaluation Method			
Moodle discussions/tasks	X	X	X
Test	X	X	X

Core Literature	
1.	Blaits D. Mārketinga rokasgrāmata. Rīga: Zvaigzne ABC, 2004.
2.	Mooij M. Global marketing and advertising: understanding cultural paradoxes. Los Angeles: SAGE, 2010.
3.	Oļevskis G. Starptautiskā tirdzniecība. RISEBA, 2003.
4.	Goodman M., Kotler Ph., Brady M., Keller K.L., Hansen T. Marketing Management.- Pearson Education Limited, 2016
Additional Literature	
1.	Autoru kolektīvs. Starptautisks bizness. LID, 2009.
2.	Niedrītis J. Ē. Mārketings. Biznesa augstskola Turība, 2008.
3.	Акулич И. Л. Международный маркетинг, BSA, 2009.
Recommended Periodicals	
1.	American Marketing Association. Resource library http://www.marketingpower.com/ResourceLibrary/Pages/default.aspx
2.	EBSCO Publishing database http://www.epnet.com/database.html
3.	Business Marketing Association http://www.marketing.org/i4a/pages/index.cfm?pageid=1
4.	Customer relationship management terms http://www.webopedia.com/TERM/C/CRM.html
Other sources	
1.	www.latvijavar.lv
2.	www.liaa.lv
3.	https://ec.europa.eu/eurostat/statistics-explained/index.php/International_trade_in_goods/lv
4.	http://bruksle.wikifoundry.com/page/Starptautisk%C4%81+tirdzniec%C4%ABba