

## International Trade

Neptun Code: GTMM101AB  
subject

for II. years business BA. students

<b>Tut. week</b>	<b>Cal. week</b>	<b>Topic of Lecture</b>
1.	36.	Introduction to International Trade
2.	37.	Theoretical Overview
3.	38.	Trends and Key Players
4.	39.	Globalization, Regionalisation: BRIC
5.	40.	Global Market Places in the World I.: North and South America, Middle East, Africa
6.	41.	Global Market Places in the World II.: Eastern, Western and Central Europe, Asia
7.	42.	Regional Economic Integration in Europe
8.	43.	Regional Economic Integration in the Americas, in Asia, in the Middle East and Africa
9.	44.	The Political, Legal, Economic, Technological and Sociocultural Environment
10.	45.	Trade processes, Rules, Trade political instruments, Customs, Statistics
11.	46.	Ethics and Social Responsibility in International Trade, Fair Trade
12.	47.	International finance and marketing
13.	48.	Practical guide to doing Business in Europe
14.	49.	Case Study

After the semester students stand committed to make an oral terminal examination.

### Required literature:

- **Dankó L.:** Nemzetközi kereskedelem oktatási jegyzet  
ME Marketing Intézet 2009.  
<http://publikacio.uni-miskolc.hu/docoldal/index.php?PId=35547>
- [www.economist.co.uk](http://www.economist.co.uk), [www.europa.eu.int](http://www.europa.eu.int), [www.wto.org](http://www.wto.org), [www.imf.org](http://www.imf.org), [www.un.org](http://www.un.org),  
[www.dti.gov.uk](http://www.dti.gov.uk), [www.marketingweek.co.uk](http://www.marketingweek.co.uk),  
[http://ec.europa.eu/youreurope/business/index\\_en.htm](http://ec.europa.eu/youreurope/business/index_en.htm)

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