

INTERNATIONAL MARKETING

Credit points	4 CP		
Duration of the course	6th semester		
Study course annotation	The subject provides an insight into the development of the world economy, the levels of the most important characteristic indicators and their changes, the classification of the countries of the world according to various characteristics, the provision of national resources and development perspectives.		
Aim of the study course	To introduce students to world economic issues and show the connection between economic theory and the real situation in world markets. To teach students to connect economic theory with real economic practice, to analyze the activity of international organizations, to understand the basic problems of humanity. Find ways to solve these problems under conditions of mutual understanding and develop projects to solve the problems		
Study course results	Knowledge	Skills	Competences
	To successfully complete the course, students must: <ul style="list-style-type: none"> to understand the main problems of world economic and business development demonstrate knowledge that demonstrates mastery of key important concepts and models in the global economy and transcontinental corporate entrepreneurship Apply the acquired knowledge in solving complex situations and analyze the results 	<ul style="list-style-type: none"> students are able to systematize and analyze the problems of the modern global economy, to understand the operational issues of international organizations students are able to identify the essence of modern economic categories, formulate clear definitions, identify global economic and social problems and determine the algorithm for solving them Students can apply the acquired theoretical and practical knowledge in practice, modeling complex situations in world markets knows how to apply knowledge in specific situations, working in a team or individually 	<ul style="list-style-type: none"> students can independently formulate, analyze and use the acquired knowledge to make competent decisions on complex issues of international economic activity students are able to engage in solving social problems in order to develop effective solutions for the development of the world economy students can skillfully develop relevant projects in business structures whose activities are related to international activities students can carry out specific research on issues included in the course content, interpret and analyze their results
Study course content	Topics		
	1	World economy: as an object of study and as a science	
	2	The development of theoretical views of the global economy	
	3	Macroeconomic indicators and international comparisons	
	4	International currency exchange and balance of payments	
	5	Market economy models	



	6	Main national economic groups
	7	Integration processes in the global economy
	8	Contemporary global issues
	9	The impact of international financial organizations on the world economy
	10	Scientific and technological progress and world economic development
	11	Transnationalization in the world economy
	12	Industry in the world economy
	13	Agriculture in the world economy
	14	Global Banking Business Development
Form of assessment:	Exam	
Obligatory literature:	<ol style="list-style-type: none">1. International Economics. Theory and Policy / Krugman Paul R., Melitz Marc J. - Eleventh Edition. - Pearson, 2018. - 800 p2. International Business Strategy. Rethinking the Foundations of Global Corporate Success / Alan Verbeke. - 2nd ed. - Cambridge University Press, 2013. - 590, [24] p.:fig.3. About the Sustainable Development Goals, available: https://www.un.org/sustainabledevelopment/sustainabledevelopment-goals/	
Additional reading:	<ol style="list-style-type: none">1. Report on the development of the national economy of Latvia / Ministry of Economy of the Republic of Latvia.- Riga2. The Good Country Equation. How We Can Repair the World in One Generation / Simon Anholt. - Berrett-Koehler Publishers, Inc., 2020. - 262 p.3. Cohen, SI (2015). World development and economic systems: theory and applications. New Jersey : World Scientific Publishing. 392 p.	
Other sources of information:	<ol style="list-style-type: none">1. Merchant Baltic & Nova Media2. Newspaper "Daily Business"3. www.csb.gov.lv4. http://ec.europa.eu/eurostat	
Changes and additions to the program and literature list are possible during the study process		