

International Business Development

Week 1

The course will begin by looking at the development of trade and commerce from its early days in the Egyptian, Persian and Phoenician periods.

The theme of exploration, colonisation and conquest for mineral exploitation will run throughout - from the Romans in Wales and present day Romania to the multiple Chinese mining and agricultural investments in Africa today. Motives for trade - including acquisition of tradeable minerals, commodities and most recently perishable food - as well as cross border foreign direct investment and the building up of entrepôts, such as Zanzibar, Venice, Hong Kong, Singapore, London and most recently and 'virtually' Dubai.

Week 2

Progressing from the first week we will look at different ways of doing trade by risk spreading; the joint stock company model with its origins in the great 17th century maritime enterprises: the Dutch East India Company, British East India Company and British Africa Company and the Hanseatic League. the growth of trade in services in recent years and especially the new and growing tourism industry: in leisure, business, educational and medical travel, as a major flow of revenue and people in the later 20th and early 21st century.

We will end by looking at new forms of trade blocs and associations with TTIP, NAFTA, MERCOSUR, EU, ASEAN and more.