

MAKERERE UNIVERSITY
MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF GRADUATE STUDIES & RESEARCH

COURSE OUTLINE

PROGRAM	MASTER OF INTERNATIONAL BUSINESS
COURSE NAME	TRADE STATISTICS FOR INTERNATIONAL BUSINESS
COURSE CODE	MIB 7207
ACADEMIC YEAR	2024/2025
SEMESTER	TWO

1. COURSE DESCRIPTION

The course provides students with a comprehensive understanding of tools, methods, and frameworks for analyzing global trade data and market access conditions in international business. It equips learners with skills to interpret and apply trade statistics to identify market trends, trade flows, and competitiveness. Key topics include trade statistics, the Harmonized System (HS), trade indicators, and ITC's Trade Map for trade flow analysis. It also focuses on practical knowledge to evaluate market access conditions, including tariff and non-tariff measures such as SPS regulations, TBT, and trade remedies. Students will explore sustainability standards, quantitative restrictions, and regulatory requirements, analyzing their impact on businesses entering foreign markets.

Using ITC tools like Market Access Map and Rules of Origin Facilitator, students will engage in practical exercises and case studies to assess trade preferences, barriers, calculate trade costs, and develop market entry strategies. Advanced applications, such as competitiveness indices like RCA, TCI, TII, and HHI, are also covered. Through lectures and hands-on activities, students will learn to assess trade dynamics, identify export opportunities, and develop data-driven strategies for international business growth. The course emphasizes challenges and opportunities for businesses, enabling data driven decision-making.

2. COURSE OBJECTIVES

By the end of this course, students will:

- I. Have an in-depth understanding of trade data and indicators: Master trade statistics, the Harmonized System (HS) for product classification, and key trade indicators.
- II. Be able to assess trade competitiveness and market access conditions: Apply advanced statistical indices and evaluate market access conditions to determine competitiveness in international markets.
- III. Utilize tools like ITC's Trade Map and Market Access Map to synthesize trade data, assess market dynamics, and formulate evidence-based strategies to support international business and policy decision-making.
- IV. Have a comprehensive understanding of market access conditions: Analyze tariff measures, non-tariff barriers (SPS, TBT), trade remedies, quotas, and sustainability standards, and assess their impact on international trade.
- V. Apply tools such as ITC's Market Access Map and Standards Map to evaluate trade barriers, regulatory requirements, and market competitiveness, enabling informed and data-driven decision-making.
- VI. Synthesize trade data and market analysis to develop cost-effective, competitive, and strategic market entry strategies, identifying optimal trade opportunities across countries.

3. LEARNING OUTCOMES

At the end of this course, students will be able to,

- I. Demonstrate mastery of trade statistics, the Harmonized System (HS) for product classification, and key trade indicators such as market share, trade balance, and growth trends to evaluate global trade flows effectively.
- II. Apply advanced statistical indices to assess competitiveness in international markets.
- III. Assess the impact of tariff and non-tariff measures on international trade performance and market entry strategies.
- IV. Navigate and apply tools such as ITC's Trade Map and Market Access Map to evaluate market competitiveness for data-driven decision-making.
- V. Synthesize trade data and market analysis to design cost-effective, competitive, and strategic market entry plans across international markets.

4. COURSE CONTENT

Week 1	Introduction to Trade Statistics	<ul style="list-style-type: none"> ▪ The role of trade statistics in decision-making. ▪ Understanding Trade Data Sources (Direct vs. Mirror Data) ▪ Overview of International Trade Statistics Tools.
Week 2	The Harmonized System (HS) for Product Classification	<ul style="list-style-type: none"> ▪ The Harmonized System (HS) and its hierarchical structure. ▪ Structure and Use of HS Codes (2-digit, 4-digit, 6-digit levels) ▪ Importance of HS in Customs and Trade Analysis
Week 3	Key Trade Indicators for International Business	<ul style="list-style-type: none"> ▪ Types of Trade Indicators and their significance. (Growth Rates, Market Share) ▪ Analyzing Trade Patterns and Trends ▪ Trade Balance and Market Dynamics
Week 4-6	Trade Flow Analysis Using Trade Map	<ul style="list-style-type: none"> ▪ Introduction to Trade Map ▪ Navigating Trade Map for Trade Flow Analysis ▪ Accessing Country and Product-Level Data ▪ Identifying Trade Opportunities and Trends
Week 7-8	Application of Trade Statistics for Establishing Competitiveness	<ul style="list-style-type: none"> ▪ Understanding Trade Competitiveness ▪ Introduction to Key Indices: Revealed Comparative Advantage (RCA), Trade Complementarity Index (TCI), Trade Intensity Index (TII), Herfindahl-Hirschman Index (HHI) ▪ Interpreting and Applying Indices to Assess Competitiveness ▪ Real-world Applications: Case Studies and Policy Implications
Week 9-11	Introduction to Market Access	<ul style="list-style-type: none"> ▪ Understanding Market Access Conditions ▪ Tariff Measures ▪ Non-tariff Measures ▪ Trade Remedies
Week 12-13	Practical Tools for Market Access	<ul style="list-style-type: none"> ▪ Overview of ITC Market Access Map and Standards Map. ▪ Practical demonstration: Finding tariffs, duties, and regulations.

5. DELIVERY METHODS: The course will employ a combination of interactive lectures, case studies, group discussions, and student presentations to ensure a practical and hands-on learning experience. Emphasis will be placed on real-world scenarios and the application of tools for analyzing trade data and market access conditions.

The course will be delivered through a blended learning approach (50% online, 50% in-person), with both components requiring active participation. Students are expected to bring their laptops to every session to engage in practical exercises, utilize trade analysis tools such as ITC's Trade Map and Market Access Map, and complete group tasks and case-based assignments effectively.

6. FACILITATOR

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| • Dr Aaron ECEL , Ph.D. | +256 782 618 571 | eaaron@mubs.ac.ug |
| • Prof. Susan WATUNDU, Ph.D | + 256 782 658703 | swatundu@mubs.ac.ug |

7. COURSE REQUIREMENTS

Students must fill all course requirements in order to achieve a passing grade. These include:

- i. Class attendance is compulsory and must be greater than 75% in order to be eligible to sit for the final examination.
- ii. The institution is committed to the highest standards of academic integrity and honesty; thus, students are urged to avoid any behaviour that could potentially result in suspicions of cheating, plagiarism and misconduct in the lecture rooms and examinations.
- iii. Students are encouraged to review literature on this course since this is the best way to learn about the course and prepare for exams as well. Students may work together on assignments, BUT each student MUST write up his/her assignments independently.
- iv. Students should avoid obtaining a final mark below 60% as this will imply failure and retaking the course when next offered. Thus, students should take coursework seriously since it contributes significantly to the final mark.
- v. There will be at least two test assignments and a comprehensive final exam. No make-up course work will be given to students to compensate for poor performance. In the same regard, missing any assignment plus late submission will not be accepted and hence will attract an automatic zero.
- vi. Failure to write the final examination will result in grade of ABS.

8. COURSE ASSESSMENT

- a) Course Work Assessment: 40%
- b) Final Examination: 60%.
- c) Total: 100%

8. READING LIST

- Bouët, A., Decreux, Y., Fontagné, L., Jean, S., & Laborde, D. (2008). Assessing applied protection across the world. *Review of International Economics*, 16(5), 850-863.
- Carrère, C., & De Melo, J. (2011). Non-tariff measures: What do we know, what might be done?. *Journal of Economic Integration*, 169-196.
- Cho, S. (2003). The nature of remedies in international trade law. *U. Pitt. L. Rev.*, 65, 763.
- De Sousa, J., Mayer, T., & Zignago, S. (2012). Market access in global and regional trade. *Regional Science and Urban Economics*, 42(6), 1037-1052.
- Grossman, G. M., & Sykes, A. O. (2005). A preference for development: the law and economics of GSP. *World Trade Review*, 4(1), 41-67.
- Kuenzel, D. J., & Sharma, R. R. (2021). Preferential trade agreements and MFN tariffs: Global evidence. *European Economic Review*, 138, 103850.
- Mikic, M., & Gilbert, J. (2007). *Trade statistics in policymaking: A handbook of commonly used trade indices and indicators*. United Nations.
- Sykes, A. O. (2007). International trade: trade remedies. *Research Handbook in International Economic Law*, 62-112.
- Weerth, C. (2008). Basic principles of customs classifications under the harmonized system. *Global Trade & Cust. J.*, 3, 61.
- Weerth, C. (2008). Harmonized System: nomenclature evolution at its 20th anniversary (1988-2008). *Global Trade and Customs Journal*, 3(7/8).
- Wolfrum, R., Stoll, P. T., & Koebele, M. (Eds.). (2008). *WTO: Trade remedies* (Vol. 4). Brill.

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Head, Department of International Business & Trade

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