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 **2025/2026**
SEMESTER **II | 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	Topic	lecture + practical outputs	Primary tool(s)	Facilitator
1	Introduction to Trade Statistics for IB	▪ Why trade statistics matter for IB decisions. ▪ Overview of International Trade Statistics Tools.	Trade Map (overview), UN Comtrade (conceptual)	Dr. Aaron ECEL
2	HS System for Product Classification	▪ HS structure and logic. ▪ selecting the correct HS (2/4/6-digit) ▪ Practical.	HS Nomenclature (WCO logic), Trade Map product search	Dr. Aaron ECEL

3	Trade Flow Analysis I: Trade Map Fundamentals	▪ Account set-up, navigation, selecting reporter/partner/product. ▪ Key indicators: imports/exports, growth rates, market share, trade balance, supplier concentration. ▪ Practical: build a "market snapshot" for one product & country.	ITC Trade Map	Dr. Aaron ECEL
4	Trade Flow Analysis II: Trends, Competitors & Opportunity Screening	▪ Time-series trend analysis. ▪ competitor benchmarking. ▪ price positioning using unit values. ▪ identifying dynamic markets and stable markets. ▪ interpreting concentration and contestability. ▪ Practical: pick top 3 target markets and defend choice.	ITC Trade Map	Dr. Aaron ECEL
5	Market Access I: Tariffs & Preferences	▪ Tariff basics (MFN, preferential, applied vs bound) ▪ Tariff escalation ▪ Practical: compare MFN vs preferential tariffs for selected HS6 in 3 markets.	ITC Market Access Map	Dr. Aaron ECEL
6	Market Access II: Non-Tariff Measures and Trade Costs	▪ NTM taxonomy (SPS, TBT, licensing, quotas); ▪ How NTMs affect entry strategy; ▪ Practical: map NTMs for one market and propose a compliance pathway.	Market Access Map (NTMs), selected regulator sources	Dr. Aaron ECEL
7	Rules of Origin (RoO) & Cumulation	▪ RoO concepts. ▪ Practical: determine RoO requirement for a product under a chosen agreement and explain compliance steps.	ITC Rules of Origin Facilitator	Dr. Aaron ECEL
8	SPS/TBT Intelligence: ePing and Standards Readiness	▪ Using ePing for SPS/TBT alerts and notifications; interpreting new measures; stakeholder response strategies. Practical: set alerts for one product and draft a "measure impact note."	ePing (SPS/TBT alerts)	Dr. Aaron ECEL
9	Competitiveness Metrics I: Indices & Interpretation	▪ Competitiveness logic and measurement. ▪ RCA, TCI, TII, HHI: ▪ meaning, calculation logic, interpretation boundaries. ▪ Practical: compute/interpret indices for one product and market set	World Integrated Trade Solution (WITS) Trade Map data	Prof. Susan WATUNDU

10	Competitiveness Metrics II: Positioning & Strategy	▪ Using indices to guide strategy: ▪ market selection, differentiation, targeting, and sequencing. ▪ Integrate trade flows + market access + indices into a single argument.	Trade Map Market Access Map	Prof. Susan WATUNDU
11	Case Studies: Market Entry Evidence Pack	▪ Group case: build an "evidence pack" for a firm/product. Include target markets, competitor map, tariffs/NTMs, RoO, and entry risks.	All course tools	Prof. Susan WATUNDU
12	Practical Tools for Market Access: Trade Procedures & Compliance Toolkit	▪ Build a practical compliance toolkit: documents, labeling/packaging, conformity assessment, testing/certification pathways, border procedures overview, and timeline planning.	ePing Market Access Map regulator sources	Prof. Susan WATUNDU
13	Capstone: Policy/Business Paper Development & Presentations	▪ Students present a policy brief or business market entry note grounded in data.	All tools	Prof. Susan WATUNDU

5. DELIVERY METHODS: The course will employ a combination of interactive lectures, case studies, group discussions, and student presentations to ensure a practical and handson 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% inperson), 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

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