

# Introduction to International Business: History of Trade Wars in Europe

## IBUS 393 Summer 2026

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### Course Description

This 3-credit education abroad course explores the history of trade wars in Europe through learning experiences in Hamburg, Germany, Copenhagen, Denmark, their ports and harbors and nearby cities. Hamburg and Copenhagen are two of Northern Europe's most historically significant trading hubs. You will examine the political, economic, and cultural forces that shaped historic trade rivalries, from the Hanseatic League to the Napoleonic blockades and contemporary European trade disputes. Through site visits, city tours, commerce hub exploration, and discussions with local companies, you will gain a deeper understanding of how trade wars have influenced European development, international relations, and modern economic policy. This course will help you to be an educated global citizen, and to develop an understanding some of the major issues that impact geopolitical conditions. The material in this course should enhance your learning about, and enjoyment of, our trip to Europe.

The course content will be taught online from early May to the beginning of August, including our trip to Europe. During the online portion most of the basic content of the course will be covered. This will allow more time to meet with European businesspeople and visit important sites during our time in Hamburg and Copenhagen. Please note that we will also have pre-departure meetings beginning in mid-April.

Course materials will be on D2L. To help you stay focused and motivated, there are deadlines throughout the summer. ***All the materials will be available, so you may move faster than the deadlines, but you must complete each section by the due date.***

### Objectives

Upon successful completion of the course, you will be able to:

1. **Identify and explain** major trade wars in European history from the Hanseatic League through the Napoleonic Continental System to modern EU trade disputes.
2. **Describe the historical roles** of Hamburg and Copenhagen in shaping European trade policies, maritime commerce, and economic rivalries.
3. **Analyze historical context** to draw conclusions about the causes and outcomes of trade conflicts.
4. **Compare and contrast** how different European nations approached trade at various historical points.
5. **Demonstrate intercultural competence** by reflecting on their experiences engaging with local communities, sites, and cultural practices in Hamburg and Copenhagen and surrounding cities.

### Materials

You need access to D2L, all materials will be provided within the platform.

## Grading

### Course Introduction (80 Points):

- There are four asynchronous course introduction videos; after each introduction video students will complete a 1-page (double-spaced, 12 pt font) reflection that will be turned into D2L for 20 points each.

### History of Trade Wars in Europe (120 points):

- There will be four asynchronous lectures covering the history of the trade routes in Northern Europe. After each lecture there will be a quiz over the material covered in the video; successful completion of each quiz is worth 30 points.

### Company Visit Preparation Document (120 Points):

- Before each company visit/academic session you will write a 1-page (double spaced, 12 pt font) document with:
  1. at least two questions for our guest speaker, based on their Company or LinkedIn page;
  2. a description of the company and what they do.

Note: these are due the night before the visit at 11:59 pm.

### Post-Visit Summary Document (120 Points):

- After each company visit/academic session you will write a 1-page (double spaced) summary of what you learned from the session.

Note: these are due the day after the visit at 11:59 pm.

### Breakout Learning Cases (120 points):

- There will be three Breakout Learning (BL) AI cases that relate directly to the material we'll be covering during the asynchronous lectures and learnings from your visits in Europe. These BL cases will online and will be team based, with members of the team consisting of your classmates (these teams will be pre-assigned). It will be important that you have completed the history lectures prior to the BL team cases. Completion of each case is worth 40 points. The instructor will get a report from BL after each discussion; points will be awarded for contribution and participation.

### Final Reflection (110 Points):

- This will be a 3-page (double spaced, 12 pt font) document that will highlight how trade wars have influenced European development, international relations, and modern economic policy. You should incorporate learnings from company and other site visits.

### Grading Summary

Course Introduction + Reflection	80
History Videos + Quizzes	120
Pre -Visit Document	120
Post-Visit Summary	120
Breakout Learning Cases	120
Reflective Final Assignment	110
<b>Total points</b>	<b>700</b>

## Class Schedule

Week	Topic	Assignments
	Pre-departure Session + Orientation	This meeting will occur in person, expect to spend at least 1 hour at this meeting
1	4 Course Introduction Videos	1 reflection for each video (20 points/each) <ul style="list-style-type: none"> <li>Prompt provided at end of video</li> <li>Reflection should be 1 page, single spaced, 12 pt font</li> <li>Turn reflections in via D2L</li> </ul> 4 reflections = total 80 points
2	4 History of Trade Wars in Europe Videos	1 quiz for each video (30 points/each) <ul style="list-style-type: none"> <li>Video can be found on D2L</li> <li>Quiz will open at end of video</li> </ul> 4 quizzes = total 120 points
3	Hamburg	Hamburg Guest Speaker 1 Preparation Hamburg Guest Speaker 2 Preparation Hamburg Guest Speaker 3 Preparation Hamburg Guest Speaker 4 Preparation Preparation = 60 points  Hamburg Guest Speaker 1 Summary Hamburg Guest Speaker 2 Summary Hamburg Guest Speaker 3 Summary Hamburg Guest Speaker 4 Summary Summary = 60 points
4	Copenhagen	Copenhagen Guest Speaker 1 Preparation Copenhagen Guest Speaker 2 Preparation Copenhagen Guest Speaker 3 Preparation Copenhagen Guest Speaker 4 Preparation Preparation = 60 points  Copenhagen Guest Speaker 1 Summary Copenhagen Guest Speaker 2 Summary Copenhagen Guest Speaker 3 Summary Copenhagen Guest Speaker 4 Summary Summary = 60 points
5 - 7	Breakout Learning Team Cases	3 Breakout Learning Cases with Pre-assigned Teams 3 Cases = 120 points
8	Final Reflection	3-page document <ul style="list-style-type: none"> <li>Double-spaced, 12 pt font</li> <li>Highlight how trade wars have influenced European development, international relations, and modern economic policy</li> <li>Incorporate learnings from company and other site visits</li> </ul> Final Reflection = 110 points
August	Unpacking Session	This meeting will occur in person, expect to spend at least 1 hour at this meeting <ul style="list-style-type: none"> <li>Learn how to incorporate your experiences into your resume and how to talk about them with future employers</li> </ul>