

## Hochschule Bremen

The Hochschule Bremen  
an international university  
of applied sciences  
in Europe

[www.hs-bremen.de](http://www.hs-bremen.de)

### Facts

- Founded in 1799
- 8500 students
- 5 faculties
- 45 Bachelor programmes
- 21 Master programmes
- 5 MBA programmes
- 250 partner universities worldwide

## Bremen - the Free Hanseatic City

- The vibrant heart of North-West Germany
- The smallest Federal State in Germany
- 550 000 inhabitants
- 10th biggest city in Germany
- International seaport and trading centre
- Second most important trade location in Germany
- Modern international university town with about 30 500 students



In cooperation with:

The Office for Federal  
and European Affairs



## Contact

International Summer School  
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## International Summer School

# Fair Trade



How to promote Sustainable Development by offering better trading conditions to producers in developing countries?

How to raise consumers' awareness for social and ecological issues in international trade?

<b>Course date:</b>	August 2012 August 2013
<b>Course language:</b>	English
<b>Language level:</b>	B2 to C2
<b>Hours per week:</b>	40
<b>Places per course:</b>	25
<b>ECTS Credits:</b>	up to 9
<b>Course fee:</b>	750 EUR

## Course content

- The role of developing countries in world trade
- The principles of the Fair Trade movement, standards, and certification processes
- Empirical social research to analyze the impact of Fair Trade projects on development
- Case-studies
- Social and ecological issues in international trade
- Market research methods
- Successful management of Fair Trade businesses
- Project management and marketing techniques
- In addition: A two-day excursion to Bonn – visit to the Federal Ministry for Economic Cooperation and Development. Discussion with representatives on current topics of Germany's development cooperation.

## Teaching methods

Teaching methods include lectures, case studies, workshops, encounter with Fair Trade businesses and organizations, and project work. The faculty includes professors of International Economics, Development Economics, Political Science, and Business Administration as well as representatives of Fair Trade organizations and businesses.

## Target group

- Students of all subjects – undergraduate and graduate students with an special interest in Fair Trade
- Activists in Fair Trade organizations and NGO - projects

## Leisure programme

An attractive activities and leisure programme provides students with ample opportunities to discover Bremen and the North of Germany.