

**MASTER'S DEGREE EXAMINATION**  
**DOUBLE DIPLOMA PROGRAMME – ZHAW School of Management and Law**  
**Study major: Global Business, Finance and Governance**

1. Motives of enterprise's internationalisation.
2. Dynamic capabilities of enterprise and its internationalization.
3. Network approach in the theory of enterprise internationalisation.
4. Knowledge management as a determinant of firm's international competitiveness
5. Cooperation and competition of firms in global markets. Determinants and advantages for participating firms.
6. The role of clusters in shaping and asserting competitive advantages of firms in global markets.
7. Country of origin effect and brand strategies in global markets.
8. Strategic alliances in global business.
9. Models of cross-cultural management.
10. Specificity of emerging markets and foreign expansion of firms originating from developing countries.
11. Ethical aspects of international competitiveness and economic development. Significance of corruption.
12. Ethics or law? Which is more important in international business?
13. Ethical dilemmas of globalisation.
14. Most interested initiatives aimed at improving ethical dimensions of international business.
15. Regional economic integration and effects of globalization.
16. Problems of the world economy.
17. Different perspectives on the global environmental problems from developed and developing countries.
18. The impact of colonialism on the emergence of the world economy and its further development.
19. Imperfect competition and international trade.
20. Tools to assess the distribution of benefits from international trade.
21. The reasons for the economic backwardness of the developing countries in terms of theory.
22. Strategies for the developing countries to emerge from economic backwardness.
23. Risks associated with the operation of automatic adjustment mechanisms.
24. Adjustment policy tools and limits of their effectiveness.
25. The evaluation of the adjustment policy of the International Monetary Fund.
26. International balance of payments and its importance for the global economy.
27. The social and economic consequences of financial crisis.
28. The significance of the financial crisis of 2007-2008 for the world economy.
29. Possibilities of solving foreign debt crises.
30. Profit maximization and enterprise decisions in the short- and long-run.
31. Isoquants and isocost lines and the firm's choice of the optimal production technique.
32. The significance of the choice of the production function by the firm.
33. The impact of market structure on the firm's revenues and costs.
34. Equilibrium of the perfectly competitive firm in the short and long run.

35. Equilibrium of the firm operating in monopolistic competition in the short and long run.
36. Equilibrium of a typical monopoly.
37. The impact of price discrimination on the behavior of the monopolist.
38. The concept of a deadweight loss in the competition policy.
39. The applications of the „prisoner’s dilemma” game in business and economics.
40. The impact of the kinked demand curve on the behavior of the oligopoly.
41. The Cournot oligopoly equilibrium and product market competition.
42. The Stackelberg oligopoly equilibrium and product market competition.
43. The significance of decision trees in optimal business decision making.
44. The significance of externalities in the economic policy.
45. Poverty and underdevelopment and their consequences in the current world.
46. Indicators used to assess poverty and underdevelopment levels and their interpretation
47. The causes of inequality in the contemporary world. The application of the Gini coefficient in this area.
48. The causes of poverty and underdevelopment.
49. The concept of “vicious circles of poverty”.
50. Neoliberal vs. Keynesian paradigm of fighting poverty and underdevelopment.
51. The importance of institutions in the fight against poverty and underdevelopment.
52. The importance of natural resources for development/underdevelopment and poverty.
53. The importance of geographic factor for development/underdevelopment and poverty.
54. International development aid (objectives, participants, effects).
55. Development aid to the least developed countries.
56. Globalization – in poverty and underdevelopment context.
57. Sustainable development and global poverty/underdevelopment.
58. Methods of measuring the innovativeness of countries, regions and enterprises; their advantages and constraints.
59. Innovation Networks and their role in the modern economy.
60. Open innovation and its impact on the enterprise innovativeness.
61. Innovation and firm performance.
62. The sources of innovation from an enterprise perspective.
63. How the evolution of five generations of models of innovation process explains the importance of regional dimension in innovation activity?
64. What are the benefits for host economy (regional and national) from FDI with respect to technological spillover effects?
65. Main components of regional innovation system.
66. The role of different dimensions of proximity for innovation activity in regional clusters.
67. The concept of creative class and creative regions.
68. The significance of the national innovation system.
69. Innovation policy instruments and their impact on innovation performance of enterprises.
70. Differences between doing business in the digital economy and the traditional economy.

71. Benefits of e-commerce to customers.
72. The impact of new technologies on the existing business models.
73. The significance of the experience economy.
74. Stages of a correctly implemented research process.
75. Differences and similarities in applying quantitative and qualitative methods. Advantages and disadvantages of both research approaches.
76. Principles and good practices in constructing interview questionnaires for quantitative research.
77. The importance of representative sample for the research process.
78. Criteria in correctly conducted process of statistical inference.
79. Main aspects of leadership in international business.
80. Selected theories of leadership and their application in firm management in global market.
81. Cultural dimensions according to G. Hofstede and their managerial implications.
82. Cultural dimensions according to R. Gesteland and their implications for negotiations.
83. High and low communication context. Meaning for international business communication.
84. Methods and instruments of foreign exchange risk management in companies/firms.
85. Sources of the corporate capital in international financial markets.
86. Leasing as a form of investment financing.
87. Factoring and forfaiting as the sources of financing in exporting companies/firms.
88. Role of foreign direct investments in the globalization process.
89. Mergers and acquisitions in the international markets as forms of foreign direct investments (advantages and limitations).
90. Establishing a new entity abroad as a form of foreign direct investment (advantages and limitations).
91. Short- and long-term firms' financing within multinational corporations (advantages and limitations).
92. Forms of payment and credit risk in foreign trade settlements.
93. The relationship between the long-term expected rate of return and the level of risk on the capital market.
94. What is involved in myopic loss aversion of investors and what results may it deliver on the capital market?
95. The main limits to arbitrage on the capital market. What are the consequences of limits to arbitrage on informational efficiency of capital market and correctness of asset pricing?
96. The significance of the most favoured nation clause in international trade.
97. The significance of the national treatment clause in international trade.
98. The WTO dispute settlement system.
99. The significance of the technical barriers to global trade.
100. The instruments for investor protection in bilateral investment treaties.

### **Literature:**

By the decision of the Global Business, Finance and Governance Programme Committee no specific literature is indicated. It is recommended to consult the literature indicated in the syllabuses of major subjects.