

Topics for the diploma examination in second-cycle studies

INTERNATIONAL BUSINESS

- I. Global Economic Order & Megatrends
 1. Processes and consequences of globalisation for economies and firms.
 2. Global risks: geopolitical tensions, pandemics, supply-chain disruptions.
 3. Technological megatrends and digital transformation of global markets.
 4. Sustainable development challenges at the global level.
- II. International Institutions & Governance
 1. The role of WTO and multilateral trade architecture.
 2. Activities of IMF, World Bank, OECD, UNCTAD in shaping global business.
 3. International regulations affecting trade and foreign investment.
 4. Global standards of CSR, business ethics and corporate responsibility.
- III. International Trade & Macroeconomics
 1. Classical and modern theories explaining international trade.
 2. Balance of payments, exchange rates and macroeconomic adjustment.
 3. Trade policy instruments: liberalisation, protectionism, trade wars.
 4. Competitive dynamics under imperfect competition in global markets.
- IV. Regional Integration With A Focus On The Eu
 1. Stages of regional integration and their economic implications.
 2. The EU Single Market: four freedoms, regulatory framework, competition rules.
 3. Economic and Monetary Union: convergence criteria and functioning.
 4. EU cohesion policy, financial instruments and integration challenges (e.g. Brexit).
- V. Economic Development & Emerging Markets
 1. Determinants of economic growth in developed vs. developing economies.
 2. Structural challenges and barriers to development in emerging markets.
 3. Historical legacies and institutional constraints (e.g. colonialism).
 4. Environmental, social and governance (ESG) issues in development.
- VI. International Business Environment & Industry Analysis
 1. Macro-environmental analysis tools (PESTEL, geopolitical risk assessment).
 2. Industry and competitive analysis in the international context (Porter's Five Forces).

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3. Driving forces shaping global industries and sectoral transformation.
 4. Market attractiveness and selection of foreign markets.
- VII. Global Value Chains & International Logistics
1. Structure and governance of global value chains (GVCs).
 2. Global sourcing, offshoring, reshoring and supply chain strategy.
 3. International transport systems, containerisation, intermodal logistics.
 4. Disruptions in global supply chains (COVID-19, geopolitical shocks).
- VIII. Internationalisation Of The Firm & Entry Mode Strategies
1. Motives for international expansion and paths of internationalisation.
 2. Entry modes: exporting, licensing, franchising, joint ventures, wholly-owned subsidiaries, countertrade.
 3. Foreign direct investment (FDI) and theories of multinational enterprises (OLI paradigm).
 4. Mergers & acquisitions in international business and defensive strategies against hostile takeovers.
- IX. Strategic Management Of Multinational Corporations
1. Strategy formulation and implementation in multinational enterprises.
 2. Organisational structures: global, international, multinational, transnational models.
 3. Leadership, organisational culture and cross-cultural management.
 4. Strategic change, corporate governance and risk management.
- X. Functional Areas In International Business (Marketing, Hr, Finance)
1. International Marketing and Sales Management.
 2. Human Resource and Knowledge Management in Multinational Firms.
 3. Financial Management of International Firms.
 4. Global Operations, Production, and Managerial Accounting.

Literature:

1. Baldwin, R., & Wyplosz, C. (2022). The Economics of European Integration. 7th ed. McGraw Hill.

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2. Cavusgil, T. M., Knight, G., & Riesenberger, J. (2024). *International Business: The New Realities*. 6th ed. Pearson.
3. David, P. A. (2021). *International Logistics: The Management of International Trade Operations*. 6th ed. Cicero Books.
4. Dunning, J. H., & Lundan, S. M. (2008). *Multinational Enterprises and the Global Economy*. 2nd ed. Edward Elgar.
5. Krugman, P. R., Obstfeld, M., & Melitz, M. J. (2022). *International Economics: Theory and Policy*. 12th ed. Pearson.