

MASTER'S DEGREE EXAMINATION
DOUBLE DIPLOMA PROGRAMME – EDHEC Business School
Study major: International Business

1. The cultural environment of international business. Discuss the main dimensions.
2. Main entry modes in international business. Discuss advantages and disadvantages.
3. Human resource management in the global firm. Discuss the main challenges.
4. Managing R&D in international context. Global sourcing and international supply-chain management. Discuss the main challenges.
5. Impact of globalization of markets on business activities and the internationalization of the firm.
6. Strategy of the firm in the context of global environment.
7. The evolution of relations between economics, management and ethics – your reflections.
8. The philosophical sources of the ethics in economy and business ethics.
9. The homo oeconomicus paradigm. Is it according to you adequate interpretation of the human nature?
10. The concept of Corporate Social Responsibility. Arguments for and against.
11. Strategic Management Process – steps, sequence and challenges.
12. Strategic planning on different levels of a corporation.
13. Diversification strategy – characteristics, categorisation, advantages and disadvantages
14. Shareholder paradigm vs. stakeholder paradigm.
15. The role of religions and religious inspiration in the development of ethical reflections on business and economy.
16. Corporate ethical codes of conduct. Arguments for and against.
17. Debate and dialogue in Business Ethics teaching.
18. The main ethical dilemmas characteristic for the modern and future business. Give some examples and proposals of solutions.
19. What is more important in making capitalism better: ethical education of individuals or improvement of the structures and institutions? Give some examples.
20. Corruption in international business. Implications for economic development.
21. What layers of culture have the strongest influence on business people's behaviour?
22. Identify and classify the major groups of factors that must be taken into account when conducting a foreign market assessment.
23. What is the role of self-reference criterion in acting according to ethical values when doing international business?
24. Hostile takeover defence strategies.
25. Vertical integration strategy – characteristics, categorisation, advantages and disadvantages.
26. Merger and acquisition motives.
27. Theories of international corporations and foreign direct investment.
28. Motives for foreign expansion of enterprises.
29. Due diligence: meaning and types.
30. Is strategy making an individual responsibility or a group task?
31. Foreign direct investment location factors.

32. Discuss basic international trade theories and their application to the reality of globalised world.
33. Concepts of international entrepreneurship
34. Terms of payment as a marketing tool in international business.
35. Risk in international trade from the perspective of an enterprise.
36. Competitive advantage: resources, capabilities and competences.
37. Designing organisational structure. Theory versus reality.
38. Implementing strategic change: politics, power and conflict.
39. The methods of industry and competitive analysis and the role in strategic planning.
40. Discuss the dilemma of strategy and competitive advantage in diversified companies.
41. Implementing strategy: the role of culture and leadership.
42. Discuss the factors determining the choice of an intermediary in the foreign market.
43. In which conditions is franchising the preferred form of entering foreign markets?
44. What is the importance of 'country of origin' in international product marketing?
45. Identify the major barriers to developing international brands.
46. What relevance has the international product life cycle theory for pricing strategy in international firms?
47. Discuss the role of gray marketers from the perspective of consumers and manufacturers.
48. Identify the environmental constraints that act as barriers to the development and implementation of standardized global advertising campaigns.
49. Logistics-Mix versus Marketing-Mix – point out differences and similarities between them.
50. How does globalisation affect global transport chains?
51. China's 'Belt and Road Initiative' in the global logistics landscape.
52. Poland as a logistics hub for Central and Eastern Europe.
53. Kaizen management
54. What is the integrated supply chain philosophy and how it compares with old fashioned logistics strategies?
55. Redesigning European distribution networks in the light of the creation of the Single European Market.
56. Does regional economic integration benefit from globalization?
57. What challenges facing the global economy can be recognized as a global problem?
58. Different perspective of the global environmental problem from developed and developing countries.
59. Assess the impact of colonialism on the emergence of the world economy and its further development.
60. Imperfect competition and international trade.
61. Tools to assess the distribution of benefits from international trade.
62. Internationalisation strategy – characteristics, categorisation, advantages and disadvantages
63. The role of OECD in a globalizing world
64. Economics versus business
65. Global Governance
66. What types of institutions exist in the economy and society?
67. International balance of payments and its importance for the global economy.
68. The financial crisis and its types.

69. Stability of Global Economy
70. Possibilities of solving foreign debt crises.
71. Discuss the concept and rules of functioning of the EU Internal Market.
72. What are transaction costs?
73. What are the differences between the concept of internal (common) market and other stages of integration?
74. Discuss benefits and costs of creation of the EU Internal Market.
75. What is the importance of property rights?
76. Discuss the rules of EU policy vis-a-vis trade with third countries (external partners of the EU).
77. Should companies use debt or equity in financing their activity?
78. Discuss the objectives and instruments (funds) of EU cohesion policy.
79. The role of European Central Bank in the EU
80. What are the arguments „for” and „against” adoption of the euro?
81. Business valuation methods.
82. The goals of the firm
83. The role of taxation in the economy
84. What is the price elasticity of demand?
85. What are income elasticities of demand?
86. Optimal decision making in business
87. Production process
88. Monopoly
89. Types of competition
90. Short and long run
91. What is the natural monopoly?
92. Should companies pay dividends?
93. The modern competition policy
94. Please describe the „prisoner’s dilemma” game applied to the oligopoly. What is the Nash equilibrium?
95. Please describe the selected oligopoly models.
96. Economic value added or residual income method as a performance evaluation tool.
97. Cost of capital: definition and measurement.
98. The use of decision trees in business
99. Market failures
100. Investment project appraisal methods.

Literature:

1. Baldwin, R., Wyplosz, Ch., (2015), The Economics of European Integration, McGraw, 5th edition.
2. Cavusgil, T.M., Knight G., Riesenberger, J., (2012), International Business: The New Realities, Irwin McGraw-Hill, 13th edition.
3. David, P., (2013), International Logistics. The Management of International Trade Operations, Cengage Learning, 4th edition.
4. DePamphilis, D., (2010), Mergers, Acquisitions, and Other Restructuring Activities, An Integrated Approach to Process, Tools, Cases, and Solutions, Elsevier, London, 5th edition.

5. Dunning, J.H., Lundan S.M., (2008), *Multinational Enterprises and the Global Economy*, Edward Elgar Publishing, Cheltenham.
6. El-Agraa, ed., (2011), *The European Union. Economics and Politics*, Prentice Hall Financial Times, 7th edition.
7. Hollensen, S., (2017), *Global Marketing*, Pearson, 7th edition.
8. Kasper, W., Streit, M.E, *Institutional Economics. Social Order and Public Policy*, Edward Elgar 2001.
9. Krugman P.R., Obstfeld M., Melitz M.J., (2014), *International economics. Theory and policy*, Pearson, 10th edition.
10. Moussis, N., (2011), *Access to European Union. Institutions and Policies*, EDIT-EUR.
11. Samuelson, W.F., Marks, S.G., (2006), *Managerial Economics*, Wiley, Pearson, 5th edition.
12. Thompson, A.A., Strickland, A.J., (2003), *Strategic Management. Concept and Cases*, Irwin Mcgraw-Hill.
13. Zsolnai, L., Lang, P., (2013), *Handbook of Business Ethics (Ethics in New Economy)*, Peter Lang, IAB.

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