

**MASTER'S DEGREE EXAMINATION**  
**DOUBLE DIPLOMA PROGRAMME – University of Economics Prague**  
**Study major: International Business**

1. Impact of globalisation of markets on internationalisation of the firm.
2. Features of information society and virtual communities. Discuss.
3. The concept of Corporate Social Responsibility (CSR). Arguments for and against.
4. The concept of homo oeconomicus and interpretation from human nature perspective.
5. The evolution of relations between economics, management and ethics.
6. The philosophical sources of ethics in business and economy.
7. Influence of ethical education of individuals on capitalism and improvement of the structures and institutions. Give some examples.
8. The main ethical dilemmas for modern and future business. Proposals of solutions.
9. Corruption in international business. Implications for business and economic development.
10. The role of religion in the development of ethical reflections on business and economy.
11. Culture and its impact on business people's behaviour.
12. Foreign direct investment location factors.
13. Strategy of a firm in the context of Covid pandemic.
14. The concept of consumer ethnocentrism.
15. Transaction costs. Business perspective.
16. Driving forces changing an industry on a chosen example.
17. Major groups of factors in foreign market assessment.
18. Activities prohibited by the competition law in the European Union. Discuss, give examples.
19. Dimensions of cultural environment. Perspective of international business.
20. The methods of macro environment analysis in international context.
21. The methods of industry and competitive analysis and their role in strategic planning.
22. Sources of competitive advantage of an international enterprise.
23. Motives for foreign expansion of an enterprise.
24. Main entry modes in international business. Discuss advantages and disadvantages.
25. Theories of international corporations and foreign direct investments.
26. Motives and role of mergers and acquisitions in international business.
27. Define the hostile takeover defence strategies.
28. Vertical integration strategy in international business. Characteristics, advantages and disadvantages.
29. Strategy making as individual responsibility and group task.
30. The links between national culture and organizational culture.
31. Due diligence. Meaning and types.
32. Designing organisational structure. Theory versus reality.
33. Strategic Management Process. Steps, sequence, challenges.
34. Implementing strategic change. Politics, power and conflict.
35. Strategic planning on different levels of a corporation.
36. Dilemma of strategy and competitive advantage in diversified companies.
37. The role of culture and leadership in implementing strategy.

38. Organisational culture in a multinational/global corporation.
39. The impact of new technologies on firms' business models.
40. Shareholder paradigm versus the stakeholder paradigm.
41. Human resource management in a global firm. Discuss the main challenges.
42. Managing R&D in international context. Discuss the main challenges.
43. Global sourcing and international supply chain management. Discuss the main challenges.
44. The influence of Covid pandemic on the architecture of supply chains.
45. International trade theories in the reality of globalised world. Business perspective.
46. The role of Incoterms in international trade.
47. Terms of payment as a marketing tool in international business.
48. Risk in international trade from the perspective of an enterprise.
49. Factors determining the choice of an intermediary in foreign markets.
50. Conditions for franchising as an entry mode strategy. Franchisor and franchisee perspective.
51. The importance of country of origin in international product marketing.
52. Major barriers in developing international brands.
53. Relevance of international product life cycle theory for pricing strategy in international firm.
54. The role of grey marketers from the perspective of consumers and manufacturers.
55. Importance of the environmental constraints in standardised global advertising campaign.
56. Logistics-Mix versus Marketing-Mix. Point out differences and similarities.
57. China's 'Belt and Road Initiative' and its implications for global logistics.
58. Poland as a logistics hub for Central and Eastern Europe.
59. The role of containerisation and intermodal transport in the modern transport chains.
60. Integrated supply chain philosophy versus old fashioned logistics strategy.
61. Interdependence between regional economic integration and globalisation.
62. Protectionism and trade wars. Influence on globalisation.
63. COVID-19 influence on the world economic order.
64. Global environmental problem from the perspective of developed and developing countries.
65. The impact of colonialism on the emergence of the world economy and its further development.
66. Challenges faced by developing countries in their attempts to overcome economic backwardness.
67. Imperfect competition and international trade.
68. Tools to assess distribution of benefits from international trade.
69. Macroeconomic adjustment policy tools and limits of their effectiveness.
70. International balance of payments and its importance for the global economy.
71. Financial crises. Definition and categories.
72. The mechanism of the global financial crisis of 2007-2008.
73. Possibilities of solving foreign debt crises.
74. The concept and rules of functioning of the EU Internal Market.
75. Redesigning European distribution networks and the creation of the Single European Market.

76. Pros and cons of monetary integration.
77. Internal (common) market and other stages of integration. Costs and benefits on the example of EU Internal Market.
78. The rationale for Brexit. Discuss pros and cons of economic integration.
79. The rules of EU policy vis-a-vis trade with third countries (external partners of the EU).
80. Objectives and instruments (funds) of EU cohesion policy.
81. The criteria for joining the euro area and the importance of nominal and real convergence for monetary integration.
82. Firm's capital structure. Debt and equity in financing firm's activity.
83. Dividend policy. Definition and significance.
84. Investment project appraisal methods.
85. Financial leverage. Definition and measurement.
86. Cost of capital. Definition and measurement.
87. Importance of liquidity in the context of corporate finance. Methods of measurement.
88. Economic value added or residual income as a performance evaluation tool.
89. Externalities and public goods as examples of market failures.
90. The principal-agent problem and its implications.
91. Importance of property rights.
92. The concept of expected utility and the decision making under risk.
93. Institutions and their role in the economy and society.
94. Industry equilibrium under perfect competition and monopoly. A comparison in the context of the total surplus.
95. The role of price and income elasticities of demand in business decision making.
96. The firm's output decisions in the short and long run.
97. The comparison of the short and long run company equilibrium under monopolistic and perfect competition.
98. The sources and consequences of a natural monopoly.
99. Interdependence and output decisions in a duopoly – the prisoner's dilemma solution.
100. Describe the selected oligopoly models.

#### **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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