

## MASTER'S DEGREE EXAMINATION

### Study major: International Business (*inf. 23/24*)

1. Impact of globalisation of markets on the internationalisation process of the enterprise. Provide real world examples to support your answer.
2. Features of the information society and virtual communities. Provide real world examples to support your answer.
3. The concept of Corporate Social Responsibility (CSR) and its relevance.
4. The concept of homo oeconomicus and its 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. The influence of ethical education of individuals on capitalism and improvement of the structures and institutions. Provide real world examples to support your answer.
8. The main ethical dilemmas in domestic and international business. Provide real world examples to support your answer.
9. Corruption in international business. Implications for the business sectors and for economic development. Provide real world examples to support your answer.
10. The role of religion in the development of ethical reflections on business and economy.
11. The importance of culture in business conduct in domestic and international contexts. Provide real world examples to support your answer.
12. The key factors determining Foreign Direct Investment (FDI). Provide real world examples to support your answer.
13. Changes in the strategy of a firm in the world of disruption.
14. The concept of consumer ethnocentrism. Provide real world examples to support your answer.
15. The concept of transaction costs from the business perspective.
16. Factors determining evolution of an industry. Provide real world examples to support your answer.
17. The process of assessing foreign market in building an entry-mode strategy. Factors to consider.
18. Activities prohibited by the competition law in the European Union. Provide real world examples to support your answer.
19. Dimensions of cultural environment. The international business perspective.
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 from the perspective of various entry modes, e.g. exports, JV, FDI.
24. Main entry modes in international business. Discuss advantages and disadvantages.
25. Theories of international corporations and foreign direct investment.
26. Motives and role of mergers and acquisitions in international business.

27. The hostile takeover defence strategies. Provide real world examples to support your answer.
28. Vertical integration strategy in international business. Characteristics, advantages and disadvantages.
29. Strategy making as the leader's responsibility and group task.
30. The links between national culture and organizational culture. Provide real world examples to support your answer.
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. The dilemma of strategy and competitive advantage in diversified companies.
37. The role of culture and leadership in implementing a company's strategy.
38. Organisational culture in a multinational and global corporation. Provide real world examples to support your answer.
39. The impact of new technologies on organizations' business models.
40. Shareholder paradigm versus the stakeholder paradigm.
41. Human resource management in a global organization. The main challenges.
42. Managing R&D in international context. The main challenges.
43. Global sourcing and international supply chain management. The main challenges.
44. Disruption in global value chains. Provide real world examples to support your answer.
45. International trade theories in the reality of a globalised world. The international 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. The franchisor and the franchisee perspectives.
51. The importance of the country of origin concept in international product marketing.
52. Major barriers in developing international brands. Provide real world examples to support your answer.
53. The relevance of the international product life cycle (PLC) theory for pricing strategy in international organization.
54. The role of grey marketers from the perspective of consumers and manufacturers.
55. The importance of environmental constraints in a standardised global advertising campaign. Provide real world examples to support your answer.
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 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 today. Provide real world examples to support your answer.

63. The global climate change debate from the perspectives of developed and developing countries.
64. The impact of colonialism on the emergence of the world economy and its further development.
65. Challenges faced by developing countries in their attempts to overcome economic backwardness.
66. Imperfect competition and international trade.
67. Diverging perspectives on the distribution of benefits from international trade. Conceptual and empirical insights.
68. Macroeconomic adjustment policy tools and the limits of their effectiveness.
69. International balance of payments and its importance for the global economy.
70. Definition and categories of financial crises. Provide real world examples to support your answer.
71. The origin of the global financial crisis of 2007-2008.
72. International institutions and their role in addressing sovereign debt crises. Provide real world examples to support your answer.
73. The concept and the rules of functioning of the Single European Market.
74. European distribution networks and the creation of the Single European Market.
75. The pros and cons of monetary integration. Provide real world examples to support your answer.
76. Internal (common) market and other stages of integration. The costs and benefits on the example of Single European Market.
77. The implications of Brexit for the UK. Provide real world examples to support your answer.
78. The key rules of the EU trade policy with third countries.
79. Objectives and instruments (funds) of the EU cohesion policy.
80. The key criteria for joining the euro area.
81. Firm's capital structure. Debt and equity in financing a firm's activity.
82. The definition and significance of the dividend policy in an organization.
83. Investment project appraisal methods.
84. Financial leverage. Definition and measurement.
85. Cost of capital. Definition and measurement.
86. The importance of liquidity in the context of corporate finance. Methods of measurement.
87. Economic value added of residual income as a performance evaluation tool.
88. Externalities and public goods as examples of market failures. Provide real world examples to support your answer.
89. The principal-agent problem and its implications.
90. The importance of property rights.
91. The concept of expected utility and decision-making under risk conditions.
92. Institutions and their role in the economy and society.
93. Industry equilibrium under perfect competition and under monopoly. A comparison in the context of total surplus.
94. The role of price and income elasticities of demand in business decision making.
95. The firm's output decisions in the short- and the long-run.

96. The comparison of the short- and the long-run company equilibrium under monopolistic and perfect competition.
97. The sources and consequences of a natural monopoly. Provide real world examples to support your answer.
98. Interdependence and output decisions in a duopoly. The prisoner's dilemma solution.
99. Selected oligopoly models.
100. Challenges of sustainable development of an organization in a contemporary market conditions.

**Literature:**

1. Baldwin, R., Wyplosz, Ch., (2015), *The Economics of European Integration*, McGraw, 5th edition. (or 2019- 6th edition).
2. Cavusgil, T.M., Knight G., Riesenberger, J., (2012), *International Business: The New Realities*, Irwin Mcgraw-Hill, 13th edition. (or 2019- 5th edition).
3. David, P., (2022), *International Logistics. The Management of International Trade Operations*, Cengage Learning, 6th edition.
4. Dilyard, J., Zhao, S., Jing You, J., (2021), Digital innovation and Industry 4.0 for global value chain resilience: Lessons learned and ways forward, *Thunderbird International Business Review* 63 (5), 577–584. DOI: 10.1002/tie.22229.
5. DePamphilis, D., (2014), *Mergers, Acquisitions, and Other Restructuring Activities, An Integrated Approach to Process, Tools, Cases, and Solutions*, Elsevier, London, 7th edition.
6. Dunning, J.H., Lundan S.M., (2008), *Multinational Enterprises and the Global Economy*, Edward Elgar Publishing, Cheltenham.
7. El-Agraa, ed., (2011), *The European Union. Economics and Politics*, Prentice Hall Financial Times, 7th edition.
8. Hollensen, S., (2017), *Global Marketing*, Pearson, 7th edition, and 2020- 8th edition, available online in SGH library.
9. Kano, L., Narula, R., & Surdu, I. (2022). Global Value Chain Resilience: Understanding the Impact of Managerial Governance Adaptations. *California Management Review*, 64(2), 24–45. <https://doi.org/10.1177/00081256211066635>
10. Kasper, W., Streit, M.E, (2001), *Institutional Economics. Social Order and Public Policy*, Edward Elgar.
11. Krugman P.R., Obstfeld M., Melitz M.J., (2014), *International economics. Theory and policy*, Pearson, 10th edition. (or 2018- 11th edition).
12. Moussis, N., (2011), *Access to European Union. Institutions and Policies*, EDIT-EUR.
13. Samuelson, W.F., Marks, S.G., (2021), *Managerial Economics*, Wiley, Pearson, 9th edition.
14. Thompson, A.A., Strickland, A.J., (2005), *Strategic Management. Concept and Cases*, Irwin Mcgraw-Hill, 10th edition.
15. Zsolnai, L., Lang, P., (2013), *Handbook of Business Ethics (Ethics in New Economy)*, Peter Lang, IAB.
16. Doole I., Lowe R., Kenyon A., (2017), *International Marketing Strategy*, Cengage Learning. [www.europa.eu](http://www.europa.eu)