

# QUESTIONS

for comprehensive state exam

programme in “INTERNATIONAL BUSINESS AND MANAGEMENT”

Master degree in “ECONOMICS”

## 1. Managerial Economics:

- 1.1. Economic optimization.
- 1.2. Cost analysis.
- 1.3. Market structures.
- 1.4. Cost-benefit analysis.

## 2. TNC and World Economy:

- 2.1. Economic globalization.
- 2.2. The motives for foreign production.
- 2.3. TNC and international production (global value chains).
- 2.4. Effects of FDI on home and host economies.

## 3. Contemporary International Marketing Strategies:

- 3.1. Marketing strategy: classic and newest concept.
- 3.2. Influence of external and internal factors on marketing strategy on foreign market.
- 3.3. Typology of company behavior in internationalization process.
- 3.4. Company and product positioning on international markets.

## 4. International Economics:

- 4.1. Labor productivity and comparative advantage (The Ricardian model)
- 4.2. The instruments of trade policy
- 4.3. National income accounting and the balance of payments
- 4.4. Exchange rates and the foreign exchange market

## 5. International Finance:

- 5.1. Financial globalization.
- 5.2. Global imbalances.
- 5.3. Financial crises.
- 5.4. Islamic banking.

## 6. International Entrepreneurship:

- 6.1. Globalization and international entrepreneurship.
- 6.2. Identification and selection of international business Opportunities.
- 6.3. Implementation of global entrepreneurial strategies.
- 6.4. Global business plan development.

## 7. Economy and Society in EU:

- 7.1. Institutional structure of EU.
- 7.2. The monetary union and fiscal coordination in EU.

7.3. Economic effects of EU demographic changes.

7.4. European culture analysis.

### **8. International HR management:**

8.1. Human resource planning.

8.2. Recruitment.

8.3. Training.

8.4. Rewards.

### **9. Intercultural Aspects of Business:**

9.1. National culture and business.

9.2. Cultures and management styles.

9.3. Business communication across cultures.

9.4. Working with international teams.

### **10. Global Supply Chain Management:**

10.1. Outsourcing.

10.2. Reverse logistics.

10.3. International sea transportation.

10.4. International freight forwarders.

## **LITERATURE**

1. Salvatore, D. (2015) *Managerial Economics: Principles and Worldwide Applications*. Oxford: Oxford University Press, 8th Edition.
2. Samuelson, W., Marks, S.G. (2012) *Managerial Economics*. Hoboken: John Wiley & Sons, 7th Edition.
3. Dunning, J.H. and S. M. Lundan, *Multinational enterprises and the global economy*, L., Addison-Wesley, 2nd., 2008
4. Ietto-Gillies, G., *TNC and International Production (Concepts, Theories and Effects)*, E. Elgar, 2<sup>nd</sup> ed., 2012
5. Buckley, P., *Globalization and the Global Factory*, E. Elgar, 2011, 633 p.
6. Forsgren, M., *Theories of the Multinational Firm: A Multinational Creature in the Global Economy*, E. Elgar, 2<sup>nd</sup> ed., 2013
7. Dicken, P., *Global Shift*, 7<sup>th</sup> ed., 2015
8. UNCTAD, *World Investment Report, 2018 - 2022*
9. Hollensen, S. (2014) *Global marketing: a decision-oriented approach*. Pearson education.
10. West, D, Ford, J., and Ibrahim, E. (2015) *Strategic marketing. Creating competitive advantage*. Oxford, Third ed.
11. Kotler, Philip & Keller, Kevin. *A Framework for Marketing Management*. Pearson, 6<sup>th</sup> Global ed., 2016.

12. Kotler, Philip; et al. Marketing Management. Pearson, 3<sup>rd</sup> ed., 2016.
13. Keegan, Warren J. & Brill, Elyse Arnow. Global Marketing Management. Pearson, 8<sup>th</sup> ed., 2014.
14. Gerber, James. International Economics. 7<sup>th</sup> ed. Harlow, Essex, UK: Pearson Education, 2017.
15. Krugman, Paul R, Maurice Obstfeld, and Jacques Méltiz. International Economics: Theory and Policy. 10<sup>th</sup> ed. Harlow, England: Pearson Education, 2015.
16. Martin Wolfson, Gerald Epstein (eds.), The Political Economy of Financial Crises, Oxford University Press, 2013
17. Obstfeld and Rogoff, Foundations of International Macroeconomics, MIT Press, 1996
18. Charles Kindleberger, Robert Aliber, Manias, Panics and Crashes, John Wiley, Inc., 2005
19. Barry Eichengreen, Globalizing Capital, Oxford University Press, 2011
20. Cooper, Br., Vlaskovits, P. The Lean Entrepreneur: How visionaries create products, innovate with new ventures and disrupt markets. John Wiley & Sons, 2013.
21. Fernhaber, St. A., Prashantham, Sh. The Routledge Companion to International Entrepreneurship. Routledge, 2015.
22. Hisrich, Robert D International entrepreneurship: starting, developing, and managing a global venture, 2nd Edition, SAGE Publications, 2013.
23. Baldwin, R. and Wyplosz, Ch. (2019). The Economics of European Integration (6th Edition), McGraw-Hill Education
24. Jovanovic, M. N. (2009). Evolutionary Economic Geography - Location of production and the European Union. Routledge.
25. Rommerskirchen, Ch. (2019). EU Fiscal Policy Coordination in Hard Times: Free Riders on the Storm, Oxford University Press
26. Tomann, H. (2017). Monetary Integration in Europe: The European Monetary Union after the Financial Crisis (Studies in Economic Transition) (2nd Edition), Palgrave Macmillan
27. De Haas, H., S. Vezzoli, A. Szepanikova, and T. Van Criekinge (2018). European Migrations: Dynamics, Drivers, and the Role of Policies. Publications Office of the European Union, Luxembourg.
28. Cini, M. and N. Borragán (2019). European Union Politics, 6th ed., Oxford University Press.
29. Lazear, E., Gibbs, M. (2015) Personnel Economics in Practice. 3rd Ed. Hoboken: Wiley.  
Brewster, C., Mayrhofer, W. and Morley, M. (2016) Human Resource Management in Europe. London: Routledge.
30. Browaey, Marie-Joelle and Price, Roger (2011), Understanding Cross-Cultural Management, Prentice Hall.
31. Dignen, Bob & Chamberlain, James (2010), Fifty Ways to Improve Your Intercultural skills, Summertime Publishing.
32. David, P. A, International Logistics: The Management of International Trade Operations, 4. ed., 2013
33. Cingillioglu, I. International logistics, 1<sup>st</sup> edition, 2015

34. Christopher, M. Logistics and Supply Chain Management, 4. ed., 2011
35. Coyle, J.J et al. Managing Supply Chains:A Logistics Approach, 9. ed., 2013
36. Bowersox, D.J., Closs, D.J. Logistical management-the integrated supply chain process, McGraw Hill International editions, 1996

15.05.2023

Head of the Department of Economics:.....  
/Assoc. Prof. Hr. Mavrov, PhD/