

International Economy and Business

- Classical theories of development (linear stages theories, structural change model of Lewis, the international-dependence revolution, the neoclassical counterrevolution)
- Contemporary models of underdevelopment (coordination failure, multiple equilibria, the O-Ring theory, the Growth Diagnostic Decision Tree)
- The most important cultural aspects of international management
- Segmentation, Targeting, and Positioning in International Marketing
- The 4Ps of International Marketing
- Describe the content of the memorandum (deed of incorporation, company contract, articles etc.), the registration and termination (dissolution) of a company!
- Describe a company's organisation (supreme body, executive officer and manager, supervisory board, statutory auditor)!
- Describe the general types of companies: companies, partnerships!
- Which are the most important international organisations involved in matters of global peace and security?
- Describe the role of the most important international agreements and organisations! Choose one agreement or organisation and explain its relevance in the current world economy!
- Exchange rate systems from the gold standard to the present
- Introduce the benefits and costs of a monetary union! Which are the theoretical criteria of an optimum currency area (OCA)?
- The instruments of trade policy and their welfare effects
- The political economy of trade policy
- Transportation law and trade terms (Incoterms)

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