

## **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 trade and economy?
- Describe the types and characteristics of the international agreements and organisations! Choose one and explain its relevance in the current world economy (UN, EU, IMF, WB, WTO, ect.)!
- 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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