

DIPLOMA EXAM TOPICS

Programm	International Business		
Degree	magister (MA equivalent)	Type	Full-time studies
Comments			

1. Research methods in social sciences.
2. Stages of the research process.
3. Contemporary concepts and methods of management
4. Knowledge management
5. Lean management
6. Benchmarking in international marketing
7. Role of contract in international business
8. Exporter's and importer's duties in international trade contract
9. Fundamental clauses in international trade contract
10. Cycle of an international trade transaction
11. Hofstede's cultural dimensions
12. Deal-focus and relationship-focus culture
13. Guanxi versus relationship marketing
14. Business culture of a selected country
15. Proper dress code in international business
16. Role of nonverbal communication in business
17. Role of business cards during business meetings
18. Different ways of greetings in business culture
19. Main kinds of innovations in international economy
20. Concept of smart specialisation
21. Role of knowledge, human capital and creative industries in innovative economy
22. Strategic policy intelligence tools in innovative business
23. Long-term financing in international financial markets
24. Types of foreign exchange risk
25. Application of currency options
26. Main characteristics of the foreign exchange market
27. Relations between globalization – integration – regionalization
28. Role of multilateralism and regionalism in international trade
29. Implications of international labour migration for home and host economy
30. Concept of global value chain and mechanism of its fragmentation
31. Triggers and consequences of global current account imbalances
32. Logistics supply chain and supply chain management
33. Categorization of logistics according to different criteria: functional, scale and phase
34. Characteristic of transport as a logistic subsystem
35. Payment methods for international trade transactions
36. Advantages and disadvantages of conditional payment methods
37. Key documents required for international trade payments
38. Factors shaping the world trade in decade ahead
39. Key challenges facing the world economy
40. Areas in which China leads the globalization process