

International Economy and Business

1. Classical theories of development (linear stages theories, structural change model of Lewis, the international-dependence revolution, the neoclassical counterrevolution).
2. Contemporary models of underdevelopment (coordination failure, multiple equilibria, the O-Ring theory, the Growth Diagnostic Decision Tree).
3. The most important cultural aspects of international management.
4. Segmentation, Targeting, and Positioning in International Marketing.
5. The 4Ps of International Marketing.
6. Describe the content of the memorandum (deed of incorporation, company contract, articles, etc.), the registration and termination (dissolution) of a company!
7. Describe a company's organisation (supreme body, executive officer and manager, supervisory board, statutory auditor)!
8. Describe the general types of companies: companies, partnerships!
9. Which are the most important international organisations involved in matters of global trade and economy?
10. 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.)
11. Exchange rate systems from the gold standard to the present.
12. Introduce the benefits and costs of a monetary union! What are the theoretical criteria of an optimum currency area (OCA)?
13. The instruments of trade policy and their welfare effects.
14. The political economy of trade policy.
15. Transportation law and trade terms (Incoterms).

Dr. László Erdey