

Varna Free University "Chernorizets Hrabar"
Faculty of International Economics and Administration
Department of „Economics“

Bachelor Degree

2019/2020 г.

Утвърдил:
Декан
(доц. д-р Елеонора Танкова)



Questionnaire for a state exam in major “International business”

1. Strategic Planning, Marketing plan and SWOT Analysis
2. Market Segmenting ,Targeting, and Positioning. Types of Segmentation Bases. Target-Market Strategies.
3. Marketing mix 4 “P”, Marketing mix 7“P”.
4. Promotion, promotional mix, sales promotion
5. Digital marketing - nature, characteristics, application in practice
6. Company advertising policy.
7. Essence of international business. Factors of the international business environment. Motives for companies to enter foreign markets.
8. The role of the multinational corporation (MNC), Strategic business alliances, joint venture.
9. Franchising - nature, characteristics, types, benefits and risks
10. Leasing - nature, characteristics, types, benefits and risks
11. Mergers and Acquisitions - nature, characteristics, types, motives and effects of transactions
12. Auction - essence, characteristics, auctioned goods, examples of auction houses in international business.
13. European economic and monetary union.
14. European monetary system.
15. European financial area.
16. Institutions of the EU.
17. International organizations and global governance.
18. Functions of central banks.
19. Measurement of the amount of money and regulation of money supply.
20. Operations of commercial banks.

Bibliography

1. Панушев, Е. Икономическа интеграция в ЕС, 2003, НЕКСТ, 255 с.
2. Baldwin, R., Ch. Wyplosz, *The Economics of European Integration*, 2012, McGraw-Hill, inc.
3. Neal, L., *The Economics of Europe and the European Union*, 2017, Cambridge University Press.
4. Nello, S. *The European Union*, 2015, McGraw-Hill.
5. Paul Taylor, *The End of European Integration*, 2017, Routledge.
6. John Burnett, *Introducing Marketing*, 2010 .
7. Michael, J., Baker, *The Marketing Book*, Fifth Edition, 2003.
8. S. Tamer Cavusgil, Gary Knight, John R. Riesenberger, *International business : strategy, management, and the new realities*, 2008.
9. Ricky W. Griffin, Michael Pustay, *International business: Global Edition*, 2014.
10. Kotler, Philip and Gary Armstrong. 2005. *Principles of Marketing*. Upper Saddle River, NJ: Pearson/Prentice-Hall, 11th edition.
11. Kotler, Philip and John A Caslione. 2009. *Chaotics: The Business of Managing and Marketing in the Age or Turbulence*. New York: NY: AMACOM.
12. Edgar P. Hibbert, *International Business Strategy and Operations*, 1997.
13. Vijay Krishna, *Auction Theory 1st Edition*, 2002.
14. Mike Kohler, *The Educated Franchisee: The How-To Book for Choosing a Winning Franchise*, 2008.
15. Carl Reader, *The Franchising Handbook: How to Choose, Start & Run a Successful Franchise*, 2016.
16. Stanley Foster Reed , Alexandra Lajoux , H. Peter Nesvold , *The Art of M&A, Fourth Edition: A Merger Acquisition Buyout Guide 4th Edition*, 2007.
17. Aimin Yan, Yadong Luo, *International Joint Ventures: Theory and Practice: Theory and Practice*, 2001.
18. Lectures of Assos.prof. Virginia Ivanova PhD , Varna free University, Department of Economics.
19. Frederic S. Mishkin, *The Economics of Money Banking and Financial Markets. – 11-th Edition*, Pearson, 2016
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