Müəllimin adı: Fateh İsrafilzadə

Fənnin adı: Beynəlxalq Biznes

Qrupun nömrəsi: 1081

**Mövzu 1: Regional and global strategy**

1. Explain the terms international business and multinational enterprise.

2 Discuss the two primary ways in which international business occurs.

3. Analyze the impact of the triad on international trade and investment.

4. Discuss the current state of world economies and the role of government and trade regulations in the conduct of international business.

5. Examine the importance of technology and the role of small and medium-sized enterprises within international business.

 **Mövzu 2: The multinational enterprise**

6. Describe the characteristics of multinational enterprises.

7. Explain the internationalization process.

8. Explain why firms become multinational enterprises.

9. Discuss the strategic philosophy of these firms.

10. Introduce a country/firm framework for examining a firm’s competitiveness.

**Mövzu 3: The TRİAD and International Business**

11. Describe the major reasons for FDI.

12. Explain the role of triad-based MNEs in worldwide FDI and trade.

13. Briefly explain TRİAD FDİ clusters.

14. Discuss the economic interrelationships among triad members.

**Mövzu 4: International politics and culture.**

15. Define the major political and economic systems and linkage among them.

16. Discuss five major levels of economic integration. How are they different from one another?

17. Discuss the ways MNEs use strategic planning to benefit from current worldwide economic integration

18. Define the term of “culture” and discuss the factors that underlie cultural differences.

19. How does culture influence on international management?

**Mövzu 5: International trade**

1. Compare gross domestic product and gross national product
2. Discuss benefits and costs of international trade
3. Distinguish between comparative and absolute advantage. Support your ideas with relevant examples.
4. Explain the Ricardian and Heckscher-Ohlin models of trade.
5. Compare types of trade and capital restrictions.
6. Describe the balance of payments accounts including their components.

**Mövzu 6: International Trade and Intro to currency exchange rates**

26. Briefly discuss WTO and its main functions.

27. What are the World Bank’s two closely affiliated entities? Discuss them.

28. How did the IMF upgraded its functions after the global financial crisis of 2007-2009?

29. Given spot rates USD/EUR=1.3960 and CHF/USD=0.9585, find the spot CHF/EUR cross-rate?

30. A French company has recently finalized a sale of goods to a UK-based client

and expects to receive a payment of GBP50 million in 32 days. The corporate

treasurer at the French company wants to hedge the foreign exchange risk of this

transaction and receives the following exchange rate information from a dealer:

GBP/EUR spot rate 0.8752

One-month forward points –1.4

Given the above data, how could the treasurer hedge the foreign exchange risk?

31. Over the past month, the Swiss Franc (CHF) has depreciated 12 percent against

pound sterling (GBP). How much has the pound sterling appreciated against the

Swiss Franc?

**Mövzu 7: International financial markets and institutions**

32. An exchange rate between two currencies has increased to 1.4500. If the base

currency has appreciated by 8% against the price currency, the initial exchange

rate between the two currencies was *closest* to

33. Discuss the sell-side and buy-side participants in the foreign exchange markets.

34. The Australian dollar (AUD) exchange rate with the Japanese yen (JPY) changes from

JPY /AUD 81 to JPY/AUD 87. How have the currencies appreciated and depreciated, respectively?

35. USD/NZD=0.3700; NZD/SEK=0.33 The SEK/USD cross-rate is?

36. The spot CHF/GBP exchange rate is 1.3050. In the 180-day forward market, the CHF/GBP exchange rate is -42.7 points. The 180-day forward CHF/GBP exchange rate is closest to:

**Mövzu 8: Multinational strategy**

37. *Define* the term *strategic planning* and discuss the strategic orientations that affect this planning process.

38. *Explain* how strategy is formulated, giving particular emphasis to external and internal environmental assessment.

39. *Describe* how strategy is implemented, with particular attention to location, ownership decisions, and functional area implementation.

40. *Discuss* the ways in which MNEs control and evaluate their strategies.

41. Briefly explain value-chain analysis.

**Mövzu 9: Organizing strategy.**

*42.Examine* organization structures used by enterprises that are just beginning their international expansion.

43. *Describe* the international division and global structures that are used as firms increase their international presence.

44. *Analyze* the key structural variables that influence international organization designs.

45. *Review* the role of the organizational processes in ensuring that the structure is both effective and efficient.

**Mövzu 10: Corporate strategy and national competitiveness**

*46.Examine* the determinants and external variables in Porter’s “diamond” model of national competitiveness and critique and evaluate the model.

47. *Present* a “double-diamond” model that illustrates how firms in non-triad countries such as Canada are using their diamond to design corporate strategies for the North American market.

48. *Discuss* the benefits and effects of the North American Free Trade Agreement on both Mexico and Canada.

49. *Describe* how Mexico is using a double-diamond model to tap into the North American market.

50. *Define* the terms *economic integration* and *national responsiveness* and relate their importance to MNE strategies throughout theworld.

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**Mözvu 11: İnnovation, entrepreneurship and “born global” firms**

51. *Understand* the international dimensions of innovation, for large and small firms. What innovation advantages can firms gain from being international, in theory and practice?

52. *Examine* how companies in various industries can organize different kinds of innovation activity in different locations, to derive particular benefits.

53. *Analyze* small-and-medium-sized enterprises (SMEs), with a particular focus on why and how they internationalize, the practical challenges they face, and the kinds of theories that help explain why they venture beyond their own national borders.

54. *Explain*, using concepts such as dynamic capabilities, born global and born regional, entrepreneurial life cycles, networks, and industry clusters, what differentiates success from failure for international and innovative small firms.

**Mövzu 12: Production strategy**

55. *Examine* the role of research, development, and innovation in production strategy.

56. *Relate* some of the most critical steps in generating goods and services, including global sourcing, costing techniques, quality maintenance, effective materials handling, inventory control, and the proper emphasis on service.

57. *Describe* the nature and importance of international logistics in production strategy.

58. *Review* some of the major production strategies being used by MNEs, including strategic alliances and acquisitions.

**Mövzu 13: Marketing strategy**

59. *Examine* the process used to conduct an international market assessment of goods and services.

60. *Study* the criteria that affect an MNE’s decision to alter a good or service in order to adapt it to local market tastes.

61. *Describe* some of the ways in which MNEs use advertising and personal selling techniques to promote their products in worldwide markets.

62. *Review* some of the major factors that influence international pricing and distribution strategies.

**Mövzu 14: Human resource management strategy**

63. *Define* the term *international human resource management* and discuss human resource strategies in overseas operations.

64. *Describe* the screening and selection criteria often used in choosing people for overseas assignments.

65. *Relate* some of the most common types of training and development that are offered to personnel who are going overseas.

66. *Discuss* the common elements of an international compensation package.

67. *Explain* some of the typical labor relations practices used in the international arena.

68. *Describe* some of the human resource management strategies that are currently receiving a great deal of attention from MNEs.

**Mövzu 15: International Financial Management**

69. *Compare* and *contrast* how polycentric, ethnocentric, and geocentric solutions are used in determining the financial planning and controlling authority that is given to subsidiaries.

70. *Study* some of the most common techniques that are used in managing global cash flows, including funds positioning and multilateral netting.

71. *Examine* foreign exchange risk strategies that are used to protect the multinational against transaction, translation, and economic exchange risks.

72. *Explain* how capital budgeting is carried out in a multinational firm.

73. *Describe* how international financing opportunities for an MNE differ from those available to a domestic firm.

74. *Provide* examples of international financial strategies currently being used by multinationals.

75. Define transfer and arm’s-length pricing.