

International Economic Relations

1. Risks in international business and identification of factors influencing these risks, the external and internal hedging methods.
2. Methods and tools of financing international trade and other forms of international economic activities of companies.
3. Foreign direct investment, their primary forms, methods of their financing, and factors influencing their choice and allocation
4. Financial management in an international business environment, companies' strategies in cross-border financing
5. The foreign exchange market, structure and scope of transactions in the foreign exchange market, currency arbitrage, and speculations
6. Exchange rate policy of the Czech Republic as a part of transformation processes
7. The EU Common Commercial Policy and its influence on changes in the Czech foreign trade after it acceded to the EU
1. 8 Comparative advantages of the Czech Republic and their influence on the degree and structure of openness of the Czech economy
8. Globalization in the world economy: Causes, concepts, manifestations, and characteristics of globalization
9. Advanced theories of world markets for goods, capital, and labor: Dynamic comparative advantage and competitive advantage. Specifics of the world labor market. The role of transnational corporations
10. Economic growth in the world economy
11. The European Monetary Union, the ERM, and the problem of the single currency - the euro
12. Developed non-European economies and the EU economy
13. Developing states in international economic relations - international trade, international capital markets, labor migration
14. China and the transforming economies
15. Basic concepts of international marketing, international environment, and its impact on international business
16. Strategic planning and growth strategies in international marketing
17. Forms of entering foreign markets. Factors influencing the decision to enter international markets
18. Segmentation of international markets, positioning in an international marketing context
19. International marketing mix
20. Multinational and transnational corporations and their importance in the world economy
21. Competition among nations, the diamond framework proposed by Michael Eugene Porter
22. Theory of strategic management - types of strategies (diversification and differentiation growth strategies, international business strategies - Porter's model of internationalization of generic strategies, Perlmutter's EPRG model, Matrix of international strategies according to Prahalad and Doze)
23. International business organizations, international business networks, and strategic alliances
24. Entrepreneurship in the context of different national cultures (conception of G. Hofstede, cultural clusters of S. Ronen and O. Shenkar, cultural dimensions of Fons Trompenaars)

Literature

- BALDWIN, Richard E. a WYPLOSZ, Charles. *The economics of European integration*. Sixth edition. London: McGraw Hill, [2020], ©2020. xx, 520 stran. ISBN 978-1-5268-4721-8.
- BREALEY, Richard A., MYERS, Stewart C. a MARCUS, Alan J. *Fundamentals of corporate finance*. 7th ed. New York: McGraw-Hill/Irwin, ©2012. xxx, 704, [44] s. McGraw-Hill/Irwin series in finance, insurance, and real estate. ISBN 978-0-07-803464-0.
- DICKEN, Peter. *Global shift: mapping the changing contours of the world economy*. 7th edition. Los Angeles: Sage, 2015. xxix, 618 stran. ISBN 978-1-4462-8210-6.
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- GRAUWE, Paul de. *Economics of monetary union*. Thirteenth edition. New York: Oxford University Press, [2020], ©2020. x, 291 stran. ISBN 978-0-19-884954-4.
- HOFSTEDE, Geert, HOFSTEDE, Gert Jan a MINKOV, Mihail. *Cultures and organizations: software of the mind: intercultural cooperation and its importance for survival*. 3rd ed. New York: McGraw-Hill, 2010. xiv, 561 s. ISBN 978-0-07-166418-9
- KRUGMAN, Paul R., OBSTFELD, Maurice a MELITZ, Marc J. *International economics: theory & policy* [online]. Global edition. Harlow, England: Pearson, [2018], ©2018. The Pearson series in economics [cit. 2021-06-05]. ISBN 978-1-292-21494-8. Dostupné z: <https://ebookcentral.proquest.com/lib/vsep/detail.action?docID=5186890>.
- PERKINS, Dwight H. et al. *Economics of development*. 7th ed. New York: W.W. Norton & Company, ©2013. xxiv, 845 s. ISBN 978-0-393-93435-9.
- PILBEAM, Keith. *International finance*. 4th ed. New York: Palgrave Macmillan, 2013. xxxiii, 545 s. ISBN 978-0-230-36289-5