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.
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.
8. Comparative advantages of the Czech Republic and their influence on the degree and structure of openness of the Czech economy.
9. Globalization in the world economy: Causes, concepts, manifestations, and characteristics of globalization.
10. 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.
11. Economic growth in the world economy.
12. The European Monetary Union, the ERM, and the problem of the single currency - the euro.
13. Developing non-European economies and the EU economy.
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.
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