

Examination topics 4 yr 7 sem

1. Communication and its two main areas. Internal and external communication.
2. Communication. Successful and poor communicators.
3. International marketing. Two basic marketing strategies and examples of either. Luxury brands and trends of their development.
4. International marketing. Ways of entering overseas markets.
5. International marketing. Stages of internationalization process.
6. Raising Finance. Ways of borrowing money and raising money for startups.
7. Raising Finance. Pros and cons of various ways of raising finance.
8. Mergers and Acquisitions. Hostile and friendly bids. Takeovers, mergers and joint ventures – characteristics, pros and cons of each.
9. Mergers and Acquisitions. Reasons for the lack of success and ways to avoid that.
10. Mergers and Acquisitions. Acquiring a green business – the possibility of transport of values.
11. Lingua Franca and its worldwide impact.
12. The English language and globalization.
13. The future of the English language.
14. China and its culture.
15. Chinese concept of “Face”.
16. Guan-Xi as a distinctive feature of the Chinese model.
17. China and a feeling Chineseness.
18. Japan and its culture.
19. Doing business in Japan.
20. High context cultures vs Low context cultures. Japanese culture as one of the most high-contextual cultures there is.
21. The EU. The European integration – problems and prospects.
22. Modern security structures and world peace.
23. Advertising techniques in action.
24. From intercultural competence – to success in business.
25. Types of cultures.
26. Status, leadership and organization.
27. Innovation and change in XXI century.
28. Efficiency of business meetings and its factors.
29. Voices of time. (The role of time in business communication).

30. Hall's and Hofstede's cultural measures.