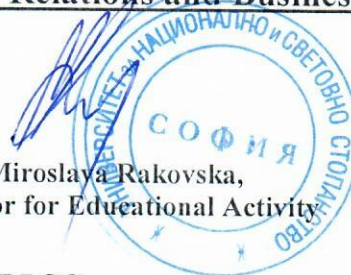


**University of National and World Economy**  
**Faculty of International Economics and Politics**  
**Department of International Economic Relations and Business**

Approved:

Prof. Dr. Miroslava Rakovska,  
Vice-Rector for Educational Activity



**STATE EXAM TOPICS**

for a Bachelor's Degree in International Economic Relations, Academic Year  
2021/2022

**I. Theory of International Economic Relations and International Trade**

1. International economic relations under conditions of globalization.
2. The role of international institutions (UN, GATT/WTO, IMF and WB, OECD) in the international economic relations.
3. International trade and economic growth. Economic development strategies.
4. International factor mobility. Economic analysis of factor movements.
5. Macroeconomic policy in an open economy. Monetary and Fiscal Policies under Fixed and Floating Exchange Rates.
6. Mercantilism. Adam Smith's trade theory of absolute advantages.
7. The classical theory of international trade of David Ricardo. Determination of comparative advantages and the gains from international trade.
8. The Heckscher-Ohlin theory of international trade. The factor price equalization theorem. The Stolper-Samuelson theorem. The Leontief Paradox.
9. New trade theories. The Product Life Cycle theory of R. Vernon. Increasing returns to scale and intra-industry trade. M. Porter's theory of competitive advantage of nations.
10. International trade policy. Types of tariffs and tariff protection. Non-tariff barriers to trade. The welfare effects of tariffs and quotas.

*Readings:*

1. Carbaugh, R., (2011) International Economics, South Western Thomson Learning
2. Husted, S., M., Melvin, (2012) International Economics, Prentice Hall
3. Krugman, P., M., Obstfeld, (2012) International Economics: Theory and Policy, Pearson Addison Wesley
4. Salvatore, D., (2013) International Economics, PDF Books Planet

**II. European Economics**

1. Institutional system of the EU
2. Supranational and national competences in the implementation of EU policies  
Customs Union and EU Customs Policy  
EU Competition Policy  
EU Entrepreneurship Promotion Policy  
Budget policy of the EU
3. Cohesion policy of the EU

4. Common Agricultural Policy of the EU
5. EU enlargement policy
6. Eurozone and Monetary policy of the European central bank

*Readings:*

1. Бонева, С., Европейска икономическа интеграция: бюджет и бюджетна политика на ЕС, Университетско Издателство „Стопанство“, УНСС, 2012.
2. Хаджиниколов, Д., Европейска икономика, Издателски комплекс на УНСС, 2016.

### **III. International Business and Marketing**

1. International Business. Basic characteristics and key issues. Classification of international business operations. International contract for sale of goods.
2. Traditional international business operations – economic, technological and managerial aspects.
3. Transfer of technology. Rationale and scope of the technological transfer. License agreement. Franchising. Key issues and types of franchising contracts. Provisions of the franchising contract.
4. Industrial cooperation and outsourcing. Economic and managerial aspects of the industrial cooperation. Feasibility study – appraisal methods. Outsourcing as an alternative strategy of foreign direct investment. Prerequisites and risks of outsourcing. Types of outsourcing. Contemporary trends.
5. Engineering. Project management in engineering process. Types of engineering projects. Procurement procedures. Economic expedience and managerial aspects of the engineering contracts.
6. Public - private partnership. Key characteristics. Basic PPP models. Financial and economic implications.
7. Strategic alliances and strategic partnerships. Main objectives, characteristics, similarities and differences. Developing strategic alliances and partnerships.
8. International Marketing – key issues and characteristics.
9. International Marketing Strategies.
10. Consumer and Business Buyer Behaviour in International Marketing. Culture and Buyer Behaviour. Models of Consumer and Business Buyer Behaviour. International Market Segmentation.
11. International Marketing Mix.

*Readings:*

1. Боева Б., Василева А., *Международен маркетинг*, УИ „Стопанство“, София, 2010
2. Боева Б., Василева А., *Публично-частно партньорство: икономика, управление, перспективи*, УИ „Стопанство“, София, 2009
3. Василева А., *Международен бизнес*, УИ „Стопанство“, София, 2011
4. Каракашева Л., *Международен бизнес: Част I*, Призма, София, 2009
5. Каракашева Л., *Международен бизнес: Част II*, Призма, София, 2011
6. Каракашева Л., *Международен маркетинг*, Призма, София, 2012
7. Каракашева Л., *Международни инвестиционни проекти*, Призма, София, 2011
8. Ball D., Geringer M., Minor M., Mcnett J., *International Business: The Challenge of Global Competition*, 13<sup>th</sup> ed., McGraw-Hill Higher Education, 2012
9. Czinkota M., Ronkainen I., *Principles of International Marketing*, 10<sup>th</sup> ed., South-Western College Publishing, 2012



10. Daniels J., Radebaugh L., Sullivan D., *International Business: Environments and Operations*, 14<sup>th</sup> ed., Pearson Education, 2012
11. Hill C., *International Business: Competing in the Global Marketplace*, 9<sup>th</sup> ed., McGraw-Hill Higher Education, 2012
12. Rugman A., Collinson S., *International Business*, 6<sup>th</sup> ed., Pearson Education, 2012
13. Shippey K., *International Contracts: Drafting the International Sales Contract*, 3<sup>rd</sup> ed., World Trade Press, 2009

#### **IV. International Management and Bulgaria in the Global Economy**

1. Strategic Management in International Business.
2. Cross-cultural Management. Theory of Cultural Diversity.
3. Human Resources Management in International Business.
4. Mergers & Acquisitions: Typology, Synergies, Global Aspects.
5. Foreign Investment Decisions and Multinational Capital Budgeting.
6. Major Trends and Challenges in the Development of the Bulgarian International Economic Activity
7. Regulation of the Republic of Bulgaria International Economic Activity.

##### *Readings:*

1. Боева, Б., Международен мениджмънт, Стопанство, София, 2004
2. Лозанов, О., Външноикономически отношения на Република България, Авангард прима, София, 2009
3. Цанов, Цв., Международни сливания и придобивания – управленски и икономически аспекти. Научни трудове, Том 1/2006, С.: УИ „Стопанство”, 2006.
4. Deresky, H., *International Management. Managing Across Borders and Cultures*, 6e, Prentice Hall, 2009
5. Hitt, M., R.D.Ireland, R.E.Hoskisson, *Strategic Management, Competitiveness and Globalization*, 8e, Thomson, South-Western, 2008
6. Lassere, Ph. *Global Strategic Management*, Palgrave MacMillan, 2009
7. Luthan, F., J. Doh, *International Management: Culture, Strategy and Behaviour*, 7e, McGraw Hill/Irwin, 2009
8. Madura, J., Fox R. *International Financial Management*, 2<sup>nd</sup> edition, South-Western Cengage Learning, 2011
9. Rigsbee Ed, *Developing Strategic Alliances*, Crisp Publ, Menlo Park, 2000

#### **V. International Markets and Prices**

1. The conjuncture and the marketing – common features and discrepancies between the two concepts and their market focuses and market approaches.
2. Peculiarities (Distinguishing features) of the international markets as an object of research. The international market mechanism as a self-adjusting system, driven by the market competition.
3. Types of market structures distinguished by the market competitiveness (a free market, an oligopoly, monopolistic competition, a monopoly) and the supply-demand balance (a seller's market, a buyer's market, a balanced market). Market and price characteristics of the different market structures – perfect and imperfect, balanced and unbalanced.
4. Types of disbalances in the world economy: economic cycles, structural crises, agrarian crises, specific crises. Characteristics and specifics of the disbalances in the real world economy caused by cyclical and structural disproportions.



5. The influence of non-cyclical factors with long-term impact on the international markets.
6. A system of indicators highlighting the world economic and market conjuncture by countries and sectors. Indicators (key statistics) to evaluate the relative performance of world's biggest companies by sectors and countries, based on the international rankings of Fortune, Forbes, Business Week, Capital, the FT Weekend Magazine, Wall Street Journal Europe and Handelsblatt.
7. Defining the terms "a market price", "a firm's price" and "a contract (negotiated) price" – similar features and differences between them.
8. "An international price" and "a foreign trade price" – similarities and differences between the two price categories. Criteria to define and select a representative international price.
9. Kinds of published price information about the international markets: representative prices originating from world organized markets; reference prices referring to external markets, reference prices concerning domestic market, reference prices of mixed type, firm's reference prices; export unit values (EUV), import unit values (IUV); price indices, unit value indices, real-time price indexes – a new generation of price indexes i.e. transaction-based price indexes. Kinds of confidential price information – economic interpretation of a regular price offer, a calculation-based price offer (for non-standard and unique machinery) and real-time contract prices.
10. Price comparisons and relative prices at the international markets. Economic interpretation of the relative prices according to the NBTT (Net Barter Terms of Trade), CTT (Commodity Terms of Trade) and the YTT (Yield Terms of Trade). Price comparisons along the productive and technological chain of a product (iron ore → steel → steel component → machinery unit). Relative prices by sectors and countries. Relative prices between commodity groups and within a commodity group. Price comparisons within the price chain.

*Readings:*

1. Учебна програма по дисциплината "Конюнктура и прогнозиране на международните пазари" и за спецкурса по "Цени и ценообразуване на международните пазари";
2. Петков, В., Видове цени и тяхното приложение на международните стокови пазари, ГорексПрес, София, 2014;
3. The Economist, 'Guide to economic indicators: Making Sense of Economics', 2010, seventh edition;
4. Constable, S., R. E. Wright, 2011, 'The WSJ Guide to the 50 Economic Indicators That Really Matter: From Big Macs to 'Zombie Banks', the Indicators Smart Investors Watch to Beat the Market', HarperCollins;
5. The Economist, 'Return of the Mac', June 8-th, 2012;
6. Rickards, J., 2011, 'Currency Wars: The Making of the Next Global Crisis', Penguin Group;
7. Erten, B., J. A. Ocampo, 'Super-cycles of commodity prices since the mid-nineteenth century', DESA Working Paper No. 110, February, 2012;
8. John Authers, Market Forces, FT Weekend, p.1-2, May 22/23 2010;
9. Global economy: In a tight spot, Analysis, Financial Times, April 7-th, 2011.

## VI. International Finance

1. Foreign exchange market - basic concepts, characteristics and contemporary issues. Foreign exchange rate – determination, factors, affecting the exchange rate, effects of exchange rate movement, exchange rate regimes.
2. Balance of payments – principles of recording, structure, basic accounts and derived balances, economic interpretation of the balance of payments data.
3. International monetary and financial system – basic elements and evolution.
4. Global Financial Institutions – International Monetary Fund, World Bank. Functions and contemporary issues.
5. Regional Financial Institutions. European Investment Bank and European Bank for Reconstruction and Development.
6. Economic and Monetary Union in Europe. Optimum Currency Area theory. Transition from European Monetary System (EMS) to Economic and Monetary Union (EMU). Basic principles and contemporary problems of EMU.
7. Bills of Exchange. Methods of Payment in International Trade: Characteristics; Types and Usage.
8. Short-Term, Medium and Long-Term Finance in International Trade.

### *Readings:*

1. Levi, Maurice, International Finance, Sixth edition, 2017
2. Madura, Jeff, International Financial Management, Cengage Learning, Fourth edition, 2017
3. Michael Melvin, Stefan C. Norrbin, International Money and Finance, Elsevier, USA, Ninth edition, 2017
4. Pilbeam, K., International Finance, 4th edition, Palgrave, 2013
5. [www.imf.org](http://www.imf.org)
6. [www.worldbank.org](http://www.worldbank.org)
7. [www.bis.org](http://www.bis.org)
8. [www.ft.com](http://www.ft.com)
9. [www.wsj.com](http://www.wsj.com)
10. [www.economist.com](http://www.economist.com)
11. [www.bnb.com](http://www.bnb.com)
12. Стоименов М., Тодорова В., Финанси на международната търговия, Трето преработено издание, Изд, Тракия-М, София, 2018.
13. Cowdell P., Derek Hyde, International Trade Finance, 8th Edition, School of Finance, 2008.
14. The Geneva Convention 1930, Uniform Law on Bills of Exchange, Promissory Notes and Cheques.
15. ICC Uniform Customs and Practice for Documentary Credits, UCP 500.
16. ICC Uniform Rules for Collections, URC 522.
17. ICC Uniform Rules for Bank-to-Bank Reimbursements under Documentary Credits, URR 525.
18. Unidroit Convention on International Factoring, 1988, Unidroit

Sofia

Department of “International Economic  
Relations and Business”