

## **Masters programme subjects (specialist modules)**

### **1st semester:**

#### Applied International Economics, 30 hours.

Focuses on detailed analysis of advanced international trade theory, with up-to-date trade information used as the basis of in-depth analysis. Includes: reasons to trade, economic growth, trade promotion and restriction, global development and underdevelopment, globalisation, processes of global shift, competitive advantage of nations and industries. In-depth case studies cover individual topics, ending with student presentations/essays, deepening knowledge passed in-class.

#### Global Trade Law, 30 hours.

Focuses on the top-down processes of international law and trade law that are initiated on the level of global institutions (UN, WTO) and are then enforced on the regional (EU, NAFTA), national or local scale.

#### Applied Political Geography, 30 hours.

Focuses on the spatial structure of political behaviour including the effects of the economic globalization process, the eruption of separatist movements among national minorities, rise of terrorism, crisis of the nation-state model and the importance of geopolitics to the formation of new political and economic orders. Students are exposed to the key elements in the political behaviour of actors, ranging in scale from the individual to the group on to the nation state and international organizations. This course presents an overview of the field of political geography and explores the centripetal and centrifugal dimensions of personal space, territoriality, regionalism, population growth and resource distribution, environmental degradation, boundary disputes, the rise and fall of nation states and civilization conflicts.

#### Monetary Unions and Global Business, 30 hours.

Focuses on the role that monetary integration plays in the global environment, and presents the rationale behind the creation of monetary unions, with emphasis placed on in-depth analysis of existing unions: the importance of monetary integration for economic development, the role that monetary unions play in the world trade and global investment (both direct and portfolio), the developments in regional monetary integration in four non-European monetary unions and Euro Area and the influence of monetary integration on Globalisation.

## **2nd semester:**

### Advertising Worldwide, 30 hours.

Focuses on understanding of advertising in global market place: international and global advertising, its differences and similarities with general advertising. The wider and more complicated environment asks for more information and knowledge when planning and executing advertising worldwide. In depth cases cover topics of global interest, related to other modules: marketing NGO's, marketing integration, marketing the Euro, etc.

### Business Dynamics and Policy Making, 30 hours.

Focuses on system dynamics modelling for the analysis of business policy and strategy, visualizing a business organization in terms of the structures and policies that create dynamics and regulate performance. System dynamics draws on feedback theory and techniques of mathematical modelling and computer simulation to elucidate the relationships dynamic behaviour they exhibit over time. A common theme that runs through the course is the search for connections between the behaviour of people (and groups) in organizations and the organizational trajectories they generate.

### **3rd semester:**

#### Leadership in Global Management, 30 hours.

Focuses on the opportunities available to modern global management, based on creative approaches to organisational and institutional problems. In-depth cases, based on Harvard Business School materials, allow students to gain practical understanding of specific solutions.

#### Inter-cultural communication, 30 hours.

Building upon fundamental theories of culture and cultural differences, the course focuses on the major theoretical approaches to researching and understanding ICC, the nature of the communication process, the nature of relationships and their role in ICC, the nature of competencies in an ICC setting, and practical solutions to inter-cultural variations. In-depth case studies of particular cultures, stereotypes and conflicts that have direct influence on international business activity.