

Indicative topics for Dissertation Paper
***INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP MASTER
PROGRAM¹***
2019/2020 ACADEMIC YEAR

1. International Business (*include International Business Environment, Entrepreneurial Policies and Strategies, International Business Negotiation, Global Supply Chain and Operations Management, Internationalization of SMEs, International Business Ethics and Leadership, International Business Transactions*)

International Business Negotiation

1. Negotiation of export - import transactions. Case Study
2. Communication and negotiation in business. Case Study
3. The role of culture in international business. Case Study
4. Management of the negotiation process. Case Study
5. Analysis of the negotiation process conducted by the company ... with Case Study
6. Strategies, tactics and techniques used in negotiating international transactions. Case Study
7. Cultural diversity in the global economy and its influence on negotiations. Case Study
8. Etiquette and protocol in international negotiation. Case Study
9. Preparation and planning for negotiation: an essential step for success in business. Case Study
10. Types of partners encountered in negotiations. Case Study
11. The importance of negotiation in supply chain processes. Case Study
12. Business negotiation on coordinates of globalization and business internationalization
13. Negotiation of contract for the international sale of goods. Case Study
14. Negotiate price in international contracts. Case Study
15. Styles of negotiation in relation to the cultural coordinates. Case Study
16. Non-verbal communication in international negotiations. Case Study
17. Selecting negotiating team and negotiator profile. Case Study

International Business Environment

1. Modern entrepreneurship in international business – current trends and perspectives
2. Impact of cultural norms and informal practices on success in international business ventures
3. Key success factors for launching and developing an international business

¹ **The scientific coordinator can be any of the teachers listed in the Research Areas and Scientific Coordinators document, who have the following scientific titles: Professor, PhD; Associate Professor, PhD; Lecturer PhD. All presented topics are purely indicative. Every scientific coordinator may suggest other topics if necessary.**

International Business Transactions

1. Specifics of international business contracts. Case study
2. Payments in international business contracts. Case Study
3. Countertrade operations in international transactions. Case Study
4. The buy-back contract in international transactions. Case Study
5. Specifics of compensatory arrangements (offsets) in international transactions. Case Study
6. Management and outsourcing contracts in international transactions. Case Study
7. The mechanism of re-export operations. Case Study
8. Switch operations. Case Study
9. The role of international auctions in international business. Case Study
10. The terms of license agreements in international transactions. Case Study
11. Specifics of franchising contracts in international transactions. Case Study
12. Know – how agreements in the European Union. Case Study
13. Industrial cooperation agreements (subcontracting, co-production by joint ventures, etc). Case Study
14. Specifics of the consultancy and engineering assistance (consulting - engineering). Case Study
15. Forfeiting and discounting – financing techniques used in international transactions. Case Study
16. Factoring transactions in international business. Case Study
17. Equipment leasing - medium and long term financing technique. Case Study

Internationalization of SMEs

1. The internationalization strategy of company X
2. Factors that influence internationalization and their impact on companies. The case of country X
3. Market entry modes. The case of company X
4. Development of SMEs in the European Union and their economic impact
5. Financial and non-financial support used by companies on their internationalization way
6. Organizational change. The case of company X
7. Corporate governance and its effect on companies
8. OLI Paradigm expansion model. The case of company X
9. Born global companies model. The case of E-commerce companies
10. Leadership styles put in practice. The case of companies X and Y

2. International Financing and Accounting *(includes Private Equity and Venture Capital, International Financial Management, International Accounting and Financial Statement Analysis)*

International Financial Management

1. Characteristics of the Financial System in (Romania/Country's Name); opportunities for financing businesses
2. Financing businesses through the Stock Exchange; the case in (Romania/Country's Name) vs (Poland/Country's Name)
3. Money market instruments used by entrepreneurs; comparative analysis between countries
4. Innovative solutions to finance entrepreneurship: the case of (Banca Transilvania/Bank's Name)
5. Financing SMEs through banks; local or foreign currency?
6. Innovative solutions for financing the Social Entrepreneurship
7. Foreign Exchange Market developments in the context of the financial crisis
8. Exchange rate risk; a comparative analysis between TNCs and SMEs
9. Hedging solutions for exchange rate risk; the case of companies based in (Country's Name)
10. Developments of Non-cash payments at the global level

11. Digitization in Transaction Banking; challenges and opportunities
12. Innovation in payments; the Mobile Wallet
13. Innovations in payments: the case of (PayPal/Global Payments/ etc)
14. The regulatory environment for (international) payments; an assessment
15. The future of banking in the digital era; what do entrepreneurs expect?

Private Equity and Venture Capital

- 1) Private equity in emerging markets
- 2) Performance of private equity funds
- 3) Study on the venture capital process
- 4) The influence of uncertainty on venture capital investments
- 5) Crowdfunded venture/angel investing
- 6) Private equity investment strategies
- 7) Risk and return of private equity

3. Management and Marketing (include *International Strategic Marketing, International Sales Strategies, Global Strategic Management, Project Management*)

International Strategic Marketing

1. Segmenting a business-to-consumer market. The case of
2. Segmenting a business-to-business market. The case of
3. Segmentation, Targeting and Positioning. The case of
4. Targeting the most profitable market. The case of
5. Market Positioning a brand\company\country or individual
6. The strategic marketing plan for
7. Assessing the marketing environment from a strategic perspective. The case of ...

Project Management²

1. Project management role in economic and social development.
2. The specifics of project management in the public sector.
3. Project Management Cycle in the context of a changing economic and social environment.
4. Project management as a tool for enhancing business performance.
5. The impact of an effective human resources management on the efficiency of elaborating and implementing projects.
6. Projects elaboration, implementation and evaluation - case study.
7. Risk analysis in projects - case study.
8. Project Management with applicability in rural areas - case study.
9. The audit, control and evaluation of projects - case study.
10. Specific elements of project management in public administration.
11. Project management in business (or in marketing, in constructions, transportations, etc.).
12. Initiating and feasibility of projects in contemporary economy.
13. Project planning. Milestones, tasks and risks specific to project management.
14. The resources of a project. Project planning and control - case study.
15. Sources of funding. Reimbursable funds versus repayable funds. Types of programs and eligibility - Comparative analysis.

² All work dissertation at the above discipline must contain a case study in the chosen field, which has a weighting of 50% of the work. The work dissertation must be written with references (see APA Style, or Harvard citation system, etc.).

16. Application Form - content and structure. How to use the Additions.
17. Monitoring and evaluation of European projects. Technical and financial reporting.
18. Getting funds for developing a project in a company - case study.
19. Project management in public private partnership - case study.
20. The institutional framework and specific elements of projects financed from public funds - comparative analysis.

