Facultatea de
Afaceri Internaționale
+4-0372-120125 | ai@rau.ro

School of
International Business
+4-0372-120125 | ai@rau.ro

Indicative topics for graduation paper[1]

INTERNATIONAL BUSINESS

International Business Management

1. The mechanism of direct export operations – case study
2. Export indirect; the role of trading companies – case study
3. Intermediaries in foreign trade – case study
4. Export Business Plan – case study
5. Trading company: organization and operation – case study
6. Export promotion: techniques and modern tools – case study
7. Marketing and communication techniques in international business– case study
8. Prospecting techniques of foreign markets– case study
9. Strategies for business internationalization - case study
10. Participation in international fairs: organization, evaluation – case study
11. Establishing new business connections: commercial letters vs. direct contacts – case study
12. The structure of international business negotiations – case study
13. Dimensions of intercultural business negotiations – case study
14. International business negotiations: preparation and organization – case study
15. Contract for the International Sale of Goods – case study

[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.**

16. Prices in the international sales contract and the role of delivery terms according to INCOTERMS 2020 – case study
17. Terms of payment in international sale contract – case study
18. Preparing export delivery (packaging and labeling; shipping documents, export billing decision, logistics) – case study
19. International Expedition (forwarder functions, formalities, documents and activities related to shipping) – case study
20. International transport (transport modes, transport conditions, transport contract, payment of transportation services) – case study
21. Insurance of goods in international business - economic role, conditions of insurance, the insurance contract – case study
22. Conducting contract operations: export - import formalities, documents, activities– case study
23. International methods of payment used in international business (payment order, documentary collections, documentary letter of credit, draft/bill of exchange, cash on delivery, open account, promissory note) – case study
24. Clearance of goods and customs procedures – case study

International trade and Trade policies

1. The relationship between globalization process and global trade.
3. Mass customization strategies – the impact on global trade
5. Green economy/energy and trade: trends, challenges and opportunities
6. Unfair trade practices at the global/regional level
7. New Challenges and opportunities of international trade
12. TNC's and the global trade
15. Comparative and competitive advantages in international trade
17 The new protectionism and global trade
18. E-commerce - benefits, challenges and success factors
19. The growth of e-commerce/online trading in international trade

European economic integration

1. European Union – the way ahead
2. Political and economic determinants of the European integration
3. The EU as a global actor
4. The EU after BREXIT. Implications of the UK leaving the EU
5. Deepening vs. widening European integration
6. The economic case for Turkish membership of the EU
7. Single Market – European and international implications
8. The Labour Market and Unemployment in the EU
9. Migration within the EU. Challenges and global implications
10. Completing the Single Market – perspectives and challenges
11. Towards a Digital Single Market at the European level. Economic implications
12. Towards a climate neutral European economy
13. European Union - a provocative model of governance
14. Institutional Reform of the European Union
15. European monetary integration – development and future prospects
16. Romania's accession to euro area. Nominal Convergence Assessment
17. The international role of the euro
18. Towards a digital euro – European and international implications
19. The enlargement of the EU – challenges and future prospects
20. EU budget – multiannual financial framework 2014-2020 vs. 2021-2027 and Next Generation EU
21. EU relations with the rest of the world. Case study
22. EU's economy and the Covid-19 crisis.

EU sectoral policies

1. Anticompetitive practices under EU competition rules – case study …
2. Abuse of dominance under EU competition rules – case study…..

3. Cartels under EU competition rules – case study ….
4. Mergers control in EU – case study….
5. EU Competition Policy's Priorities in the current European economic context
6. EU Competition Policy vs. competition policy in another country
7. The Common Agricultural Policy after 2020 – challenges and perspectives
8. Farm to Fork strategy for sustainable food – main priorities and implications
9. The international dimension of the Common Agricultural Policy
10. Rural development in the EU in the context of the "CAP after 2020"
11. Agriculture and the environment – the new dimension of the CAP
12. Regional development under the European cohesion policy– 2014-2020 vs. 2021-2027 approach
13. EU's competitiveness and the EU Cohesion Policy
14. Analysis regarding the EU Cohesion Policy's effectiveness
15. Europe 2020 Strategy – success or failure
16. From Europe 2020 Strategy to the European Green Deal
17. EU towards climate-neutrality. Economic implications
18. The European Green Deal – priorities and implications (energy, buildings, industry, transport)
19. Towards a circular economy at the European level – case studies (circular business/consumption models, waste management, biomass and bio-based products)
20. Towards a circular European economy. Case study.
21. EU energy strategy. New business opportunities
22. SME within the European economy

International Economy

1. Main characteristics of the contemporary world economy. Impact of Covid-19 crisis / transition to a digital economy / green economy on the world economy / on sector X.
2. Current trends related to globalization and regionalization.
3. Changes in the economic balance of power of the world economy in the 2010 – 2021 period.
4. Main driving forces for the structural changes in the world economy.
5. World economy and sustainable development.

6. World economy and the role of demographic factors.
7. The role and influence of transnational corporations in the world economy. Case study company X.
8. International economic integration: from organizations to global value chains.
9. The role of United Nations Organization bodies in the economic development of the world. Case study – organizations X.
10. The role and influence of developed economies in the world economy after 2015. Case study. Country X.
11. The role and influence of developing economies in the world economy after 2015. Case study. Country X.
12. The increasing role of emerging economies in the world economy.
13. The role of BRICS countries in the world economy.
14. The role and influence of European Union in the world economy during 2010 – 2021 period. Case study country X / Eurozone.
15. Prospects for the continuation of European Union enlargement.
16. Main characteristics of the world trade in the era of global value chains.
17. The impact of Internet on world trade and development.
18. Economic development and environment. International initiatives on environment protection. Case study initiative X.
19. The role of international financial organizations in economic development.
20. Prospects for the world economy towards 2020 – 2030.

Management

1. Modern approaches to management. Case study on large corporations / small and medium enterprises.
2. Managing a company in a changing world. Case study X.
3. Perspectives on management in the digital/internet based based economy.
4. Internet and management. Case study company X.
5. The importance of communication in fulfilling managerial tasks.
6. Characteristics of management at different company levels. Case study X.

7. Management and leadership in modern corporations.
8. Main schools of management applied today in country X.
9. Analysis of the planning management function in company X.
10. Analysis of the organizing management function in company X.
11. Analysis of the staffing management function in company X.
12. Analysis of the leading management function in company X.
13. Analysis of the controlling management function in company X.
14. Coordinating and controlling in a transnational corporation. Case study company X.
15. Management of companies participating in global values chains.
16. The impact of economic crisis on management at different company levels.
17. Management of new product development. Case study X.
18. Management of change. Case study X.
19. Management and corporate philosophy. Case study X.
20. Comparative analysis of management characteristics in private and public organizations.

International investments

1. The role and importance of international investments in the world economy system.
2. Foreign portfolio and direct investments. Main characteristics and trends.
3. The relation between foreign direct investments, transnational corporations and globalization.
4. Sovereign wealth funds as foreign investors.
5. Main trends in the foreign direct investment flows during the period 2010 – 2021. Case study country / region X.
6. Structural aspects related to global foreign direct investments flows.
7. Mergers and acquisitions as forms of foreign direct investment manifestation. Case study X.
8. Trends in international regulation of foreign direct investments.
9. Aspects of the economic relation between international trade and investments.
10. Changes in the dynamics of motivation for foreign investors in a globalized world.
11. Strategies of internationalization. Case study company X.

12. Digital / green economy and international investments.

13. The impact of foreign direct investments on host economies. Case study X.

14. Investment promotion policies. Case study country X.

15. Investment promotion policies in home countries. Case study X.

16. The use of incentives in attracting foreign direct investments. Case study X.

17. Characteristics of foreign direct investments in Europe / Asia / Africa / North America / Latin. America. Case study X.

18. Foreign direct investments and privatization. Experiences from country X.

19. Foreign direct investments in Romania. Case study X.

20. Advantages and limits in using foreign direct investments as a tool for economic development. Case study country X.

International transports

1 Development and perspectives for air transport. The case of company X
2. The use of new technologies in road transport. E.g. the case of electric cars
3. The use of cabotage practices in road transport. The case of the European Union
4. The economic impact of international ports for regional and local development
5. The use of convenience flag in maritime transport. The case of country X
6. Railway transport and infrastructure. The case of Romania
7. Safety rules for the transportation of goods when using air transport
8. Road transport system and rules. The case of company X

International payments and financing techniques

1. Transactions on the foreign exchange market and their impact on a company's budget
2. The evolution of a foreign currency rate and its implications in the export/import business
3. (A country's) access to the international financial resources
4. Financial crisis – ways to predict, avoid or control them
5. The currency – worthless paper or backed by the national economy

6. The role of the intenational financial organizations in „stabilizing” a country’s economy

Investment Efficiency

1. Risk assessment of an investment project.
2. Background of the decision for an investment project.
3. Assessing the efficiency of a project to achieve an investment objective.
4. Assessing the effects of capital immobilisation and choosing the optimal phasing of investment tranches.
5. Analysis of investment decision regarding the development of production capacity in a company.
6. Decision-making in investments.
7. Capital investments - the material support of modernizing and increasing the economic efficiency in a company.
8. The business plan of a company to obtain a bank loan.
9. The business plan - a managerial tool for developing the activity of a company.
10. Background of an investment decision within a company.
11. Method of increasing economic efficiency in a company.
12. Uncertainty and risk in evaluation of an investment project.
13. The risk assessment process underlying the investment decisions.
14. Sensitivity, uncertainty and risk analysis in evaluating an investment project.
15. The feasibility study of a company.

Fundamentals of Marketing

Marketing Policies and Strategies

1. Developing the marketing strategy for ...
2. Online marketing campaign at ...
3. Developing the promotion strategy of ...
4. Coordinates of the marketing mix within the company / social organization / party ...
5. Developing the market strategy for ...

6. Marketing program for the launch of the product ...
7. Marketing environment analysis of ...
8. Marketing program for organizing the promotion campaign ... for the product ... marketed by ...
9. Marketing strategies on the company's penetration ... on the Romanian market ...
10. The peculiarities of the product policy for ...
11. Developing the pricing policy for ...
12. Developing the distribution strategy for ...
13. Promotion policy for...
14. Organizing and coordinating a promotion campaign for the product / service ... on the ...market
15. Developing the marketing policy for ...
16. Analysis of the company's products portfolio and brands ...
17. The role of the price in achieving the strategic goals of ...
18. Developing the marketing policy for ...
19. Elaboration of the marketing plan for ...
20. Elaboration of the online communication mix at ...
21. The digital marketing strategy of ...
22. Study for the ... product / service / brand / business image
23. Study on the... products / services market in Romania
24. Online marketing program for launching the... product/brand

Capital Markets

1. The role of capital markets in providing capital for young companies
2. Corporate financing by issuing shares
3. Corporate financing by issuing bonds
4. Funding municipalities through bond issuance
5. The role of derivatives markets - hedging operations
6. Arbitrage and speculation on international financial market

7. The role of Inve stment Banks in international capital market
8. Effects of Covid-19 pandemic on financial markets
9. The importance of investment funds for international financial market
10. Frontier and emerging capital markets
11. The importance of technical analysis for investors
12. The role of fundamental analysis for investment decision
13. Mergers and acquisitions in international financial market
14. Stock valuation - methods and techniques
15. Bond valuation - methods and techniques