

المادة : international business
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الفصل الدراسي الثاني
العام الجامعي : 2020-2019



جامعة كفر الشيخ
كلية التجارة
الفرقة : 3rd grade
الشعبة : English

علي الطالب ان يختار موضوع واحد من الموضوعات البحثية الاتيه ليكتب فيه مقاله بحثيه تتناول العناصر الاساسيه المذكوره لكل موضوع

Topic1: How different international trade tools such as tariffs and imports quotes can be used to protect the Egyptian market

- Define what do we mean by trade tools
- Define each trade tool
- Describe advantage and constraints of each tool
- Identify how each tool can be used by the government
- Present you own ideas to clarify how these tools can be used to protect the Egyptian market

Topic2: How international companies can protect their images globally

- Define parallel import concept
- Define exclusive distribution concept
- Identify how can parallel import can damage international companies image
- Identify what do we mean by gray market
- Clarify how exclusive distribution can be used to protect global company image

Topic3: Discuss how price inflation affects the Egyptian economy and what are the tools used by the government to solve this situation. Support with your personal opinion if further procedure may be used by the government

- Define price inflation and deflation
- Identify what do we mean by price escalation
- Describe how price inflation may affect international economy
- Clarify tools that can be used by government to deal with price inflation

- Present your own ideas to show further procedure that may be used by government internationally to deal with this situation

Topic4: Illustrate how Foreign direct investment acquisition can be used more effectively within service sector

- Define what we mean by Foreign direct investment
- Describe different tools of foreign direct investment
- Clarify what do we mean by foreign acquisition and green field investment
- Identify best situation to use each of the foreign direct investment tools
- Support with examples to show how and why acquisition can be used effectively within service sector