

Tárgytematika / Course Description

Multinational enterprises and the global economy

NGB_VG123_1

Tárgyfelelős neve /

Teacher's name: dr. Lukács Eszter

Félév / Semester: 2015/16/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 4/0/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

TANTÁRGY TARTALMA / DESCRIPTION

1. Multinational and transnational enterprises; development of corporate forms; definitions; the internationalization of companies, the nature of the multinational enterprise
2. Impact of the MNE activity, conceptual framework
3. Facts and figures: transnational enterprises in the 21st century global economy I. (forms of FDI, sectoral, spatial distribution and regulatory changes)
4. MNEs, the International Division of Labour and Economic Integration
5. MNEs and Nation States: Political, Cultural, Strategic and Environmental Issues
6. Inside the Multinational Enterprise I. (Entry and Expansion Strategies)
7. Inside the Multinational Enterprise II. (The Organization of MNE Activity, Intra-Firm relationships)
8. Inside the Multinational Enterprise III. (The Organization of MNE Activity, Inter-Firm relationships)
9. Technology and Innovatory Capacity (Host and Home Country Perspectives)
10. MNEs, Employment and Human Resource Management

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Students are required to present one of the chosen topics listed in the weekly schedule and are asked to analyze an individually selected MNE according to the viewpoints given by the course leader. The presentation above is in oral, the analyses in written form.

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory literature:

Dunning J. H. – Lundan S. M. [2008]: Multinational Enterprises and the Global Economy, Edward Elgar PL, Cheltenham, UK

Recommended literature:

World Investment Report, UNCTAD, Geneva (2014, 2013, 2012....)

Mucchelli J.-L. – Mayer T. [2004]: Multinational Firms' Location and the New Economic Geography, Cheltenham, Edward, Elgar cop., UK

Hülvely I.-Lévai I. [2003]: Regional Politics and Economics of EU Enlargement, Institute for Political Science, HAS, Novella Publishing, Budapest

Hitiris T. [1998]: European Union Economics, Prentice Hall, UK

Dobson W.- Yue C.S. [1997]: Multinationals and the East Asian Integration, International Development Research Centre, Ottawa, Canada