

HOMOLYA KATALIN – ROBERT THIESSEN

Topic by Topic

Appendix

Overview:
15 Topics with subtopics

Topic 1 – The European Union

Subtopics:

- General information (purpose for which it was established, waves of expansion)
- Problems concerning the influx of labour
- Systems that provide aid to member states (CAP, Structural Funds, Cohesion Funds)
- Monetary Union (goals, Maastricht criteria, member states)
- Advantages of EU membership, problems between member states, issues relating to further expansion, reasons why certain countries (Switzerland, Norway) opted out of the EU
- Issue of a constitution for the EU, whether it is needed, obstacles, advantages

Topic 2 – Globalisation

Subtopics:

- The development and spread of globalisation
- Characteristics
- Multinational companies
- Advantages and disadvantages of globalisation
- Movements against globalisation
- Impact of outsourcing on wages and jobs
- Implications of new emerging economic giants like China and India
- Migration of workers to urban centres

Topic 3 – The Market

Subtopics:

- The regulatory role of the market in the economy
- Most important models of the market economy (e.g. Japan, America, etc.)
- Internal and external markets
- Characteristics of the Hungarian market (companies, population), changes since the beginning of the 90s
- Consumer patterns and habits
- Defending and increasing market share, competition
- Anti-trust issues, price fixing
- Need for cultural awareness in successfully entering new markets

Topic 4 – The labour market

Subtopics:

- Characteristics of the Hungarian labour market (distribution according to age, region, sector; black and “grey” work)
- Determining factors that shape Hungarian employment policy (level and problems of employment)
- Level and characteristics of unemployment in Hungary and in English-speaking countries (e.g. development in the rate of unemployment)
- Process of job hunting (methods, channels, job interviews)
- Non-discrimination in terms of age and ethnicity
- Women in the labour force
- Flexibility in the labour market
- Creation of new jobs to stay economically viable
- Executive pay
- Hiring executives, leadership skills and qualities necessary
- Job buy-outs and retirement schemes for reducing employee costs

Topic 5 – Taxation

Subtopics:

- The role of taxation from the viewpoint of the state
- Main types of tax (direct and indirect taxes)
- The Hungarian tax system (characteristics, changes, problems)
- Transparency and oversight of taxation (attempts to introduce flat rates)
- Tax evasion (reasons, prevalence, consequences)
- Political, economic and social forces influencing income taxation
- Issue of tax havens (legalities, avoidance or evasion)

Topic 6 – Environment protection

Subtopics:

- Global threats (global warming, ozone layer, water, air, soil, noise pollution)
- Alternative energy sources (water, wind, geothermal, biomass)
- Measures taken to solve environmental problems (Kyoto Protocol, trading of carbon credits, comprehensive green-tax reforms)
- Energy conservation
- Problem of waste disposal (storage, recycling, toxic waste,
- Risks and opportunities for biotrade business presented by the global market economy
- Safeguarding biodiversity

Topic 7 – Companies

Subtopics:

- Types of companies in Hungary and other countries, their role and influence
- Role of small and medium-sized companies in the economy
- Characteristics of multinational companies
- Joint ventures
- Profile of a company
- Mergers and acquisitions
- CSR (Corporate Social Responsibility)
- Cultural awareness

Topic 8 – Banking

Subtopics:

- The Central Bank – its functions and operation
- Retail banks – their characteristics and services offered
- Banking services from the perspective of the consumer and the institution
- Expansion of online banking (advantages, associated problems)
- Role of world institutions like the IMF, the World Bank, the ECB

Topic 9 – Financial markets (Stock exchange, investment)

Subtopics:

- Role of the stock exchange in the economy (differences between countries, continents)
- How the stock exchange operates
- The Budapest Stock Exchange (leading stocks, trends, role in the region)
- Investors and investments of the stock exchange (types of investment, returns and risks, domestic and foreign investors, institutional and individual investors)
- Various types of investment (investment funds, government securities, real estate, art treasures)

Topic 10 – International trade

Subtopics:

- Hungarian trade relations (EU member state, foreign trade balance)
- Hungarian trade relations with third countries
- Role of the WTO in global trade (conflict of interests between developing and emerging countries)
- Protectionism (reasons and means used)
- E-commerce (characteristics, advantages, future prospects)
- Agricultural issues (genetically modified foods, government subsidies)

Topic 11 – Marketing

Subtopics:

- Marketing – its components, types and role
- Advertising (channels of advertising, advertising techniques, banned ads)
- Advertising and how consumers are influenced or not influenced
- Sponsorship (purpose and types)
- Successful advertising
- Spread of Internet and mobile phone advertising

Topic 12 – Telecommunications

Subtopics:

- Telecommunications in the 21st century (development of technology, role of telecommunications in the economy and in society)
- Fixed line and mobile telephone market (changes, liberalisation)
- The Internet (its spread, significance, societal problems)
- Rapid rise and implications of social networking and online communities
- Mobile phone and Internet penetration in Hungary, role in the economy
- Impact of telecommunications on work

Topic 13 – The Hungarian Economy

Subtopics:

- Macroeconomic indicators (financing the budget deficit, balancing the budget)
- Hungary as a member state of the EU
- Euro – convergence criteria (Maastricht criteria), prospective date for joining
- The state and the competitive market
- The black/grey economy

Topic 14 – Major and emerging world economies

Subtopics:

- Economic situation of these countries (stability, development characteristics)
- EU member states, relationship to the EU
- BRIC countries – growth of economic potential
- Labour market features (regional, sectoral, migrant workers)
- Economic problems and their proposed solutions
- The impact of America's current account deficit on global markets
- Global power shifts – moving from unipolarity to multipolarity

Topic 15 – Societal issues and the economy

Subtopics:

- Societal problems
- Demographic issues and consequences for the economy
- Societal inequality; racial, sexual, age-related discrimination
- Social welfare system (health care, education, pension system)
- Living standards and quality of life
- Life expectancy
- World poverty
- Corruption