

| International Trade | |
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| <ul style="list-style-type: none"> ● The program aims to train researchers specialized in understanding and analyzing contemporary transformations in the field of international trade by integrating technological, environmental, and geopolitical dimensions, with a focus on modern analytical tools and interdisciplinary approaches. ● To understand the global trade system, including international organizations, trade agreements, and economic blocs. ● To acquire competence in managing logistics and global supply chains. ● To explore how global supply chains are being reshaped by artificial intelligence systems and regional conflicts. ● To develop analytical skills to understand global markets, their dynamics, and the changes influencing them. | Curriculum highlights |
| <p>-Master, Magistère</p> <ul style="list-style-type: none"> ● First Priority: International Trade ● Second Priority: International Finance and Trade, International Economics, E-Commerce ● Third Priority: International Economic Relations | Admission information |
| <ul style="list-style-type: none"> ● Modern Theories in International Trade ● Foreign Direct Investment and Global Value Chains ● Smart International Logistics ● Strategies for Targeting International Markets ● Advanced Econometrics ● Contemporary Trends in International Trade | Core courses |

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| <p>-AI Applications in international digital payment security and fraud detection</p> <p>-The impact of AI adoption on export performance in emerging market</p> <p>-the bad neighbourhood effect analysing the impact of regional conflict on global supply chain resilience and trade flows</p> | <p>Advanced topics</p> |
| <p><u>1.Modern Theories in International Trade</u></p> <p>Chapter 1: Classical and Neoclassical Theories</p> <ol style="list-style-type: none"> 1. Classical Theory (Absolute Advantage, Comparative Advantage, Terms of Trade) 2. Neoclassical Theory (Factor Proportions Theory, Leontief Paradox) <p>Chapter 2: New Directions in Trade Theory</p> <ol style="list-style-type: none"> 1. Technological Factors and International Trade 2. Product Differentiation as a Basis for Trade <p>Chapter 3: Empirical Models of International Trade</p> <ol style="list-style-type: none"> 1. Economies of Scale in Explaining Trade 2. Intra-Industry Trade Model 3. Gravity Model of Trade <p>Chapter 4: "New New" Trade Theories</p> <ol style="list-style-type: none"> 1. Firm Heterogeneity Model (Melitz) 2. Firm Behavior and Vertical Specialization (Antras & | <p>FullCurriculum</p> |

Helpman)

3. Determinants of Firms' Organizational Choices

2.Foreign Direct Investment (FDI) and Global Value Chains (GVCs)

1. General Introduction: Key Concepts (Multinational Enterprises, FDI, GVCs)
2. Theories of FDI: New Factor-Based Theories, Modern Technological Theories, Dunning's Eclectic Paradigm, Location Theory
3. Types of FDI: Horizontal, Vertical and Their Relation to GVCs
4. Role of MNEs: Fragmentation of Production, Technology Transfer
5. Evolution of GVCs: Origins, Expansion
6. Positioning in GVCs: Moving to Higher Value-Added Stages
7. National Policies to Attract FDI: Incentives, Free Zones, Investor Protection, Business Environment
8. Geography of GVCs: Specialization and New Competitiveness
9. FDI and Economic Development: Relationship with Growth – Conditions for Benefit
10. FDI in Industrial vs. Service Sectors: Comparative Impact on GVCs
11. Risks and Challenges: Factors Shaping GVC Reconfiguration (Trade Conflicts, Policy Changes, Production Fragmentation)
12. Case Studies of GVC Integration (Countries and Sectors)

3.Smart International Logistics

Chapter 1: Introduction to International Logistics

- Key Concepts, Difference Between Local and International Logistics, Cross-Border Challenges

Chapter 2: Components of International Supply Chains

- Suppliers, Manufacturers, Intermediaries, Transport, Storage, Customers, Customs Regulations

Chapter 3: Smart Logistics: Concept and Evolution

- What is Smart Logistics? History, Features, Role in Digital Economy

Chapter 4: Smart Technologies in Logistics

- IoT, AI, Cloud Computing, RFID, Blockchain

Chapter 5: Data Management in Supply Chains

- Logistics Information Systems, Predictive Analytics, Big Data

Chapter 6: Smart Tracking and Autonomous Delivery

- Real-Time Tracking, Drones, Autonomous Vehicles

Chapter 7: Smart and Sustainable Logistics

- Green Technologies, Energy Efficiency, Reducing Carbon Footprint

Chapter 8: Case Studies and Field Applications

- Analysis of Practices at Amazon, Alibaba, DHL, Smart Ports (e.g., Singapore, Rotterdam)

4.Strategies for Targeting International Markets

General Objectives:

- Develop advanced critical understanding of strategies for targeting and penetrating international markets.
- Analyze political, economic, and cultural environments influencing market entry decisions.
- Evaluate entry and expansion strategies and models.
- Integrate quantitative and qualitative tools into strategic international decision-making.

Proposed Weekly Course Plan**Week 1:** Introduction to International Targeting Strategies

- Definition and motives for global market expansion
- Global vs. regional vs. local strategies
- Institutional and economic theoretical frameworks

Week 2: External Environment Analysis

- PESTEL Framework
- Country Risk Assessment
- Use of macroeconomic indicators and international reports (World Bank, IMF, etc.)

Week 3: International Market Segmentation

- Geographic, behavioral, cultural, economic criteria
- B2B vs. B2C segmentation
- Big data tools for segmentation

Week 4: Target Market Selection

- Attractiveness vs. Competitive Strength Matrix
- Porter's Five Forces
- MCDA and Decision Support Systems

Week 5: Market Entry Strategies and Modes

- Direct and indirect exporting
- Alliances and partnerships
- FDI, licensing, franchising
- Sector-specific entry strategy comparison

Week 6: Adaptation vs. Standardization

- Evaluating local adaptation vs. global standardization
- Case studies: Coca-Cola, Unilever, IKEA
- Cultural impact (Hofstede, Trompenaars models)

Week 7: Digital Strategies for International Markets

- Cross-border e-commerce
- International digital marketing
- Global platforms (Amazon, Alibaba, TikTok)

Week 8: International Consumer Behavior

- Influence of culture, language, religion
- Consumer ethnocentrism
- Qualitative and field research tools

Week 9: Global Pricing and Distribution Strategies

- Transfer pricing, market entry pricing, psychological pricing
- International distribution channels

- Global Value Chains

Week 10: Legal and Ethical Considerations

- Competition laws, sanctions, free trade agreements
- ESG and social responsibility
- Ethical issues in emerging markets

Week 11: Competition in International Markets

- Analysis of global and local competitors
- Competitive response strategies
- Blue Ocean Strategy

Week 12: Case Studies and Applied Analysis

- Student presentations on major case studies (Nestlé, Tesla, Huawei, etc.)
- Strategic analysis tools (SWOT, TOWS, VRIO)

5. Advanced Econometrics

- **Module 1:** Theoretical Review of Core Concepts in Econometrics
- **Module 2:** Econometric Problems in Linear Models
- **Module 3:** Advanced Regression Models
- **Module 4:** Panel Data Models
- **Module 5:** Structural Models and Causal Analysis:

5. Recent Trends in International Trade

Chapter 1: International Trade and Digital Transformation

- Digitization of global supply chains
- Artificial intelligence in market analysis and trade trend

forecasting

- Automation and its impact on the relocation of industries across countries
- The AI gap between the Global North and South and its trade implications

Chapter 2: Environmental Changes and Sustainable Trade

- Carbon policies and their impact on exports from developing countries
- New environmental standards in trade agreements
- Trade in green technologies

Chapter 3: Trade Wars and the Struggle for Economic Influence

- The U.S.–China trade war and its impact on global trade flows
- Tariffs as a political tool
- Restructuring value chains due to new trade barriers
- The impact of economic sanctions on international trade

Chapter 4: Regional Conflicts and the Redrawing of Trade Maps

- Armed conflicts and their impact on transportation and supply (e.g., Red Sea, Ukraine)
- International trade in conflict or post-conflict zones
- Geographical repositioning of international firms to avoid tension zone

Chapter 5: Reshaping Global Supply Chains – Between Automation, Conflict, and Sustainability

- Supply chains in unstable environments: Lessons from

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| <p>COVID-19, the chip crisis, and the war in Ukraine</p> <ul style="list-style-type: none">● The impact of AI and the Internet of Things on supply chain transparency and efficiency● Reshoring and nearshoring strategies● Sustainability and green supply chains | |
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