



BA 583

TRANSNATIONAL AND MULTINATIONAL CORPORATIONS AND BANKS

Minutes N 15/11.03.2024

Lecturer Prof. Mariya Neycheva, PhD

ANNOTATION

The course focuses on the motivation, behavior, and effects of transnational and multinational corporations and banks (TMCB) as a widely spread form of international business in today's world. It is designed for students following programs in the area of economics, administration and management.

MAIN OBJECTIVES AND LEARNING OUTCOMES

The primary goal of the course is to develop knowledge about the large international companies by combining the relevant theoretical foundation in the field with leading real-life examples.

Students are expected to gain insights particularly in:

- forms of international business and the role of TMCB
- tendencies and dynamics in foreign direct investments
- theoretical approaches to international activity
- types of multinational corporations, motivation and strategies for foreign market entry and expansion
- organizational aspects of multinational corporation
- intracompany trade and transfer pricing
- intercompany interaction, transnational merges and acquisitions
- effects of TMCB on industry and consumers.

PREREQUISITIES

The course requires some preliminary knowledge in economics and management.

STATUS AND STRUCTURE

Specialty	Status	Credits	Full/distance learning time			Part time		
			L	S	Total	L	S	Total
International Business and Management	Required	6	30	30	60	30		30

COURSE CONTENT

1. Multinational corporation as a form of international business
2. International capital movement and foreign direct investments (FDI)
3. Multi- and transnational companies: main definitions, types, factors
4. Contemporary theories of MNC

5. Main economic principles of MNC activity
6. Foreign market entry and expansion strategies of MNC
7. Organization of MNC activity: structure and decision making
8. Intra-firm trade and transfer pricing management
9. Effect of MNC on industry structure. Restrictive business practices
10. Cross-border mergers and acquisitions

PLANNED LEARNING ACTIVITIES AND METHODS OF INSTRUCTION

Full-text lectures, presentations, video lessons, case studies, problems.

ASSESSMENT METHODS

The semester (midterm) exam as well as the final exam consist of two modules: a coursework and a test. The final grade takes into account the midterm grade. On the basis of the term grade, students could be exempt from the final exam. The methods of assessment, the deadlines, and the grading scale are presented in details in the e-course published in the e-learning platform.

CORE READING LIST

1. Neycheva, M. Transnational and multinational corporations and banks. Moodle platform, Burgas Free University, <https://e-learn.bfu.bg>.

FURTHER READINGS

1. Dunning, J., S. Lundan, Multinational enterprise and the global economy. Edward Elgar Publishing.
2. Hill, C., International Business: competing in a global marketplace. McGraw-Hill/Irvin.
3. OECD, Mapping Global Value Chains, TAD/TC/WP/RD(2012)9, 2012, http://www.oecd.org/dac/aft/MappingGlobalValueChains_web_usb.pdf
4. OECD, FDI Statistics, <https://data.oecd.org/searchresults/?q=FDI>.
5. OECD, Transfer Pricing Aspects of Business Restructurings: Discussion Draft for Public Comment, 2008.
6. OECD, Transfer Pricing Guidelines for Multinational Enterprises and Tax Administrations. 2010, <http://www.oecd.org/ctp/transfer-pricing/transfer-pricing-guidelines.htm>
7. Pindyck, R., D. Rubinfeld, Microeconomics. 8th Ed., Prentice Hall
8. UNCTAD, World Investments Reports, www.unctad.org
9. World Bank, <https://data.worldbank.org/>



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- 3 Hill, C., International Business: competing in a global marketplace. McGraw-Hill/Irvin.
- 4 OECD, Mapping Global Value Chains, TAD/TC/WP/RD(2012)9, 2012, http://www.oecd.org/dac/aft/MappingGlobalValueChains_web_usb.pdf
- 5 OECD, FDI Statistics, <https://data.oecd.org/searchresults/?q=FDI>.
- 6 OECD, Transfer Pricing Aspects of Business Restructurings: Discussion Draft for Public Comment, 2008.
- 7 OECD, Transfer Pricing Guidelines for Multinational Enterprises and Tax Administrations. 2010, <http://www.oecd.org/ctp/transfer-pricing/transfer-pricing-guidelines.htm>
- 8 Pindyck, R., D. Rubinfeld, Microeconomics. 8th Ed., Prentice Hall
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- 10 World Bank, <https://data.worldbank.org/>