

Prague, 22. 1. 2024

Final State Examination: B0413A050003 Economics and Management

Group I: Business Economics

1. The nature of enterprise and entrepreneurship (definition, objectives, reasons for existence, prerequisites for stable development).
2. The main economic variables in business management (revenue, costs, profit, income, expenses).
3. Costs and their classification (concept of costs, classification of costs), cost functions.
4. The break-even point and its significance. Contribution margin.
5. Calculation of product costs. Calculation methods.
6. Corporate accounting (basic principles, procedures, importance of accounting information for the manager).
7. Financial statements and their interrelationships, managerial perspective.
8. Asset and financial structure of the enterprise.
9. Financing of the enterprise. Optimisation of the financial structure of the enterprise. Balance sheet rules.
10. Financing with short-term and long-term financial resources.
11. Business plan (business plan and its structure). Founder's budget.
12. Evaluation of the performance of the enterprise (financial analysis of the enterprise, methods of financial analysis).
13. Analysis of ratio indicators (liquidity, profitability, indebtedness, activity).
14. Working capital management (working capital and its management, net working capital).
15. Analysis and interpretation of cash-flow balances.
16. Economic value added (economic profit, importance of the EVA method).
17. Financial planning and the links between plans.
18. Time value of money. Interest rates in the economy.
19. Investment decision-making of the enterprise. Methods of evaluating the efficiency of investments.
20. Distribution of profits, dividend policy, reinvestment.

Group II: Management and Marketing

1. Managerial psychology (subject and development, objectives, relevance to managerial practice).
2. Managerial personality (personality traits, MBTI and Holland's typology, motivation, developmental stages of maturity in relation to work activity, managerial competencies).
3. Manager and group (social perception, role conflicts, interpersonal conflicts and their resolution, group vs. team, group dynamics, social psychological experiments and their application to managerial practice).
4. Manager and performance (stress and its manifestations, coping strategies, burnout syndrome, workaholism and other negative phenomena in the workplace, occupational diseases and diseases of the digital age).
5. The basic concept of marketing and its evolution. Strategic, tactical and operational marketing management, development of a marketing plan.
6. Segmentation and the role of the customer. Buying behaviour and decision making in consumer and industrial markets. Target marketing and marketing proposition.
7. Information in marketing and its sources, marketing research.
8. Marketing tools, basic and extended marketing mix.
9. Product as a basic marketing tactical tool. Product development, product life cycle.
10. Distribution. Distribution strategy, types of distribution intermediaries, distribution systems.
11. Pricing policy, pricing strategies, pricing methods.
12. Marketing communication, integrated communication mix. Principles of designing a communication campaign. Brand strategy, brand equity and brand value.
13. Recruitment and selection of employees.
14. Performance management and employee evaluation.
15. Rewarding employees.
16. Employee training and development.
17. Entrepreneurship, the enterprise and the enterprise life cycle.
18. Management, manager, management team, managerial functions.
19. Corporate Social Responsibility in management.
20. Artificial Intelligence in Management.

Group III: Production and Process Management

1. ISO 9001 - importance and benefits for organizations, basic structure of the standard and basic principles of QMS according to ISO 9000 series standards, customer focus (identifying requirements and monitoring and measuring customer satisfaction), design and development of products, services and processes based on customer requirements.
2. ISO 9001 - management responsibility in quality management systems, quality policy and quality objectives, management system review, process approach (requirements of the standard, tools for identifying and describing processes, setting criteria for processes and their use in process management), management system audits, improvement in quality management systems.
3. Six Sigma and Lean Management - meaning, possibilities of use and benefits for organizations, DMAIC and PDCA cycle, basic tools.
4. EFQM and CAF models - principles, benefits and possibilities of use, criteria of the models, self-assessment.
5. Management planning.
6. Strategic and operational management.
7. Organizing processes and work teams.
8. Leadership, motivation and incentives.
9. Managerial decision making.
10. Communication and communication mix.
11. Managerial controlling.
12. Project, project management - definition, principles, triple bottom line (TBL).
13. Project life cycle.
14. Project goal setting, Project charter, project scope, WBS.
15. Scheduling in project, estimation, network diagram, Gantt chart.
16. Project stakeholders, analysis and communication with them.
17. Risk management in projects.
18. Agile project management.