

Final State Examination Topics for Study Program B0413P050064 Economics and Management

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m.p.

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Overview of changes

Provision	Further identification of the change and justification of the change compared to the previous version

List of annexes

The directive does not include any annexes.

List of related documents

Act No. 111/1998 Coll., Act on Higher Education Institutions and on Amendments and Supplements to Other Acts (Act on Higher Education Institutions), as amended (hereinafter referred to as the "Act").

Recommended procedures for the preparation of study programs, Council of the National Accreditation Agency for Higher Education, 8/2024, <https://nauvs.cz/index.php/cs/metodiky>.

DECISION on extending the validity of accreditation for the professionally-oriented study program Economics and Management with a standard duration of 3 years of full-time study, classified under Section 44a of the Higher Education Act in the field of education Economic Studies, implemented by the Czech Technical University in Prague (with its registered office at Jugoslávských partyzánů 1580/3, 160 00 Prague), in which the Masaryk Institute of Advanced Studies of the Czech Technical University in Prague participates in the implementation within the meaning of Section 34(1) of the Higher Education Act; NAU-205/2022-13.

9th Full Text of the Study and Examination Rules,
<https://www.cvut.cz/en/internal-ctu-regulations>

MÚVS_SŘ_2023_01_V03 Evaluation of final theses and organizational arrangements for final state examinations, <https://www.muvs.cvut.cz/evyveska/predpisy-vyhlaskey-a-narizeni/>

Schedule of Academic Year: CTU MIAS,
<https://www.muvs.cvut.cz/evyveska/casovy-plan-akademickeho-roku/>

Part I. Domain: Economics and Economy

Art 1. Microeconomics (4ECTS – 5 questions)

- 1.1 (1) Microeconomic circular flow model, total utility, marginal utility, elasticity of demand and supply, market equilibrium and market price.
- 1.2 (2) Budget line, indifference curves, consumer's optimum, demand curve and demand function, substitution and income effects.
- 1.3 (3) Total physical product and its characteristics, marginal product, short and long run, cost curves and cost functions, production efficiency, supply.
- 1.4 (4) Total and marginal revenue, profit maximisation and cost minimisation, consumer and producer surplus, perfectly competitive firm and market.
- 1.5 (5) Imperfectly competitive structures, monopoly, oligopoly, market failure.

Art 2. Macroeconomics (3ECTS – 5 questions)

- 2.1 (6) Measuring macroeconomic performance, GDP, national and disposable income, macroeconomic quadrangle.
- 2.2 (7) Consumption function, 45-degree model, autonomous expenditure and transfer payments multiplier.
- 2.3 (8) Unemployment, inflation and Phillips curves, aggregate supply and demand.
- 2.4 (9) Money market, exchange rate, balance of payments, instruments and objectives of monetary policy.
- 2.5 (10) Macroeconomics business cycle and growth, instruments and objectives of fiscal policy.

Art 3. Business Economics (5ECTS – 5 questions)

- 3.1 (11) Key economic variables in business economy (revenues, costs, profit, income, expenses). Costs and their classification (concept of costs, classification of costs), cost functions, break-even point and its significance. Contribution margin.
- 3.2 (12) Business accounting (basic principles, procedures, importance of accounting information for managers). Financial statements and their interrelationships, managerial perspective.
- 3.3 (13) Asset and financial capital structure of a business unit. Company financing. Optimisation of a company's financial capital structure.
- 3.4 (14) Firm investment decisions. Methods of evaluating investment effectiveness.
- 3.5 (15) Firm performance evaluation. Financial analysis. Methods of financial analysis.

Art 4. Operational research (4ECTS – 5 questions)

- 4.1 (16) Production planning task model, material division task model, formulation, optimisation criteria, constraints.
- 4.2 (17) Distribution task model, formulation, optimisation criteria, constraints, finding the initial solution (Vogel's approximation method, index method).
- 4.3 (18) Optimal paths on graphs (basic concepts, minimum/shortest path), optimal connections between locations (basic concepts, minimum graph skeleton).
- 4.4 (19) Optimal flows in graphs (basic concepts, finding the maximum flow).
- 4.5 (20) Project management methods (basic concepts, network graph construction procedure, CPM).

Part II. Domain: Management and Marketing

Art 5. Fundamentals of Management (3ECTS) - 5 questions

- 5.1 (1) The manager and their role in the organisation: mission development, vision, values, corporate culture, stakeholders and value-based leadership.
- 5.2 (2) Management cycle: planning, organising, decision-making, control.
- 5.3 (3) Goals and objectives in strategic management: concept and characteristics of goals and objectives, evaluation of goals and objectives (from MBO to BSC), application of goals in employee evaluation.
- 5.4 (4) Organisational structure and organisational change: concept and function of organisational structure, current forms of organisational structures, organisational change and change management competencies, planning and implementation of organisational change.
- 5.5 (5) Leadership of people and organisations: concept and characteristics of a leader, development of leadership competencies, approaches to leadership of people, current approaches to leadership of organisations.

Art 6. Fundamentals of Project Management (3ECTS) - 4 questions

- 6.1 (6) Explain the concepts of project and project management and describe their characteristics. Give examples. Explain what a project charter is and what information it contains.
- 6.2 (7) Project life cycle: what it is, what its phases are, what they are typical of and who is responsible for each phase.
- 6.3 (8) Project planning: what it is for, what it consists of, what the general procedure for creating a project plan is.
- 6.4 (9) Agile project management. Describe its characteristics and explain how it differs from classic project management.

Art 7. Fundamentals of Marketing (4ECTS) - 7 questions

- 7.1 (10) Basic concepts and development of marketing. Strategic, tactical, and operational management in marketing, creating a marketing plan.
- 7.2 (11) Segmentation and the role of the customer. Purchasing behaviour and decision-making in consumer industrial markets. Targeted marketing and marketing propositions.
- 7.3 (12) Information in marketing and its sources. Marketing research. Qualitative and quantitative research methods.
- 7.4 (13) Marketing tools, basic and extended marketing mix. Product as a basic tactical tool for marketing. Product development, product life cycle.
- 7.5 (14) Distribution. Distribution policy and channels, types of distribution intermediaries, distribution systems.
- 7.6 (15) Pricing policy, pricing strategies and methods.
- 7.7 (16) Marketing communication, integrated communication mix. Principles of setting up a communication campaign. Brand building and management.

Art 8. Human Resource Management (3ECTS) - 4 questions

- 8.1 (17) Employee recruitment and selection: purpose, sources, criteria, and methods.
- 8.2 (18) Performance management and employee evaluation: purpose, process, principles, and procedures.
- 8.3 (19) Employee remuneration: purpose, system, and forms.
- 8.4 (20) Employee training and development: purpose, areas, and methods.