



ADMISSION PROCEDURE TOPICS for International Management

bachelor's level knowledge of topics from the state examination subjects

Business Administration

- Legal and organizational framework of business.
- Ownership and capital issues of a business structure, financing, investment activities of a business.
- Business dissolution and termination, restructuring measures, insolvency proceedings.

Corporate Finance and Taxes

- Characteristics of corporate finance, basic principles of financial management, structure and management of individual components of corporate assets and capital.
- Fundamentals of a financial analysis.
- Tax system in the Czech Republic, structural elements of taxes and their impact on the corporate finance.

Managing Small and Medium Enterprises

- Small and medium-sized enterprises (SMEs) in the legal conditions of the Czech Republic (basic conception, definition of SMEs and their importance in the national economy, risks and causes of entrepreneur failure).
- Setting up a business (legal forms and other conditions for starting a business).
- Business operations within the scope of SMEs, including the choice of business location, facility equipment, and human resources in SMEs.

Accounting (I+II)

- Generally accepted accounting principles and methodology of accounting, regulation and standardisation of financial accounting.
- Recognition and valuation of assets and their sources of funding within the financial accounting system of business entities.
- Accounting closing and financial statements of business entities, costs and revenues from the perspective of financial accounting, and the interrelations between financial statements.
- Accounting agenda related to fixed assets and inventory.
- Accounting agenda related to receivables and payables.
- Accounting agenda related to financial assets and components of equity.

Introduction to Management

- Definition of managerial work; manager personality and aspects of managerial work; trends in management; organisational environment.
- Basic managerial functions and processes.
- Supporting managerial activities and processes (communication, motivation, human resources management, use of IS in management, change management, crisis management).

Personnel Management

- Basic concepts in HR, importance of HR work, recruitment and selection of employees (workforce planning, job description, recruitment and selection process considering trends), adaptation.



- Employee retention (remuneration and motivation, training and development, employee care, performance evaluation).
- Working conditions and relations (hiring, dismissal), HR systems, trends in human resources management.

Marketing

- Marketing mix tools (meaning, structure, analysis of individual tools).
- Definition of the marketing environment and its analysis.
- Identification of market segments (market segmentation, customer behaviour, marketing information system).

Strategic Marketing

- Competitive environment of the company.
- Marketing planning and marketing strategy choice.
- Marketing tools strategies.

Specialisation: Production Management**Business Processes**

- Manufacturing enterprises (characteristics and specifications of manufacturing and industrial enterprises and their classification, historical development of the industry and modern trends, production system, relationship of the production enterprise to the environment).
- Production and production processes (stages of production, manufacturing enterprise functions, typology of manufacturing enterprises from different aspects, standardisation of processes).
- Selected topics on business management (lean production, supplier-customer relations, process management).
- Temporal, spatial and material structure of the production process (production planning, organisation of production units, time course of the production process, planning of the production programme and capacities).

Business Logistics

- Definition of business logistics.
- Basic methods and techniques used in the logistics planning.
- Logistics information systems.
- Supply Chain Management.

Specialisation: Economics Management of Services**Economics and Business in Services**

- Importance of services in national economy, characteristics of the services and basic typology, services providers.
- Specifics of service management, importance and role of processes in services.
- Entrepreneurship, implementation of economic activity in selected sectors of market services.
- Provision of non-market and mixed services (social services, health, education).

Economics of Public Sector Services

- Public sector in a mixed economy and its size.



- Public goods and public choice.
- Public services and their financing. Characteristics of selected public services.
- Government budget revenues from public services and public expenditures.
Budget system of the Czech Republic. Problem of fiscal imbalance.