

State Final Exam Topics

study program: International Management

Strategic Management

1. Nature of Strategic Management - phases of strategy development
2. Strategy formulation, business vision and mission and external and internal analysis
3. Strategy implementation and evaluation, types of strategies

Project Management

1. The conception of the project life cycle
2. Time schedule of the project preparation (critical path of the time schedule)
3. Preparation of the project risk analyses

International Trade Environment

1. Internationalization theories and internationalization of product, process, innovation and HR
2. Trade and investment policy, trade flows in the particular sectors (A, I, S).
3. Regionalism and international aid in the international trade

Organisation and Personal Management

- 1 Current approach in HRM, strategic HRM, trends from the perspective of globalisation and digitalisation, legislative framework.
- 2 Specifics of HRM in small and medium sized enterprises (SMEs) - employee retention in SMEs (advantages, risks, training and development, evaluation, reward management, motivation and engagement).
Dismissal of employees, risk of employee turnover, outplacement. "
- 3 Specifics of HRM in corporations and in the international environment - employer branding, HR marketing and corporate culture, multicultural context of HR

International Business Ethics

1. Ethics in corporate culture
2. Corporate social responsibility and ethics
3. Tools to design an ethical organization

Marketing Research and Data Analysis

1. Types of marketing research
2. Marketing research process design (research methodology, methods of data collection, sampling and data analysis)
3. Methods of various types of data processing obtained by questionnaire surveys and exploratory data analysis.