

List of Topics for the Final State Exam of the follow-up study program of Business Economics (beginning of study 2019 and later)

COMMON GROUND TOPICS (for both specializations):

Strategic Management

1. Strategic management as a process, purpose of strategies, definition of phases, characteristics of strategic and long-term goals, vision and mission.
2. Formulation of a strategy - analysis of the external and internal environment of the company, including the tools used, the creation of alternative strategies.
3. Types and matrices of strategies, procedure of strategy implementation, basic activities of evaluation and control of strategy.

Business Financial Management

1. The influence of direct and indirect taxes on the financial management of the company.
2. The role of financial management in the company. Factors influencing financial decisions. The importance of risk management in the company and the tools used to reduce it. Current assets management. Capital structure management. Strategic investment decisions, including methods used to evaluate the effectiveness of investment projects.
3. Use of selected bankruptcy and creditworthiness models to assess the financial stability of a company. Measuring the financial performance of the company using traditional and modern methods, including consideration of factors affecting the value of input data (information).

Innovation Management

1. Society and innovation, models of innovation processes.
2. Innovation process and evaluation of innovative performance of a company.
3. Innovation management in the company, transfer of R&D results.

Innovative Marketing

1. Current concepts of marketing, evolution of marketing, attributes that currently play an important role in the decision-making process of customers.
2. New fields of marketing that have been currently emerging in the field of online and offline marketing communication.
3. Innovations in the marketing mix that can currently be described as ground breaking. Innovative strategies used by companies to gain a competitive advantage.

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.

TOPICS FOR SPECIALIZATION “MARKETING AND INTERNATIONAL TRADE“:

Customer Value

1. Definition of basic terms and concepts of customer value (customer perceived value, customer life-time value, value definition, concept of customer value and other concepts such as quality, customer satisfaction and loyalty).
2. Attributes and ways of measuring customer value (attributes of customer perceived value and customer life-time value, analysis, quantification (estimation) of customer value).
3. Process of customer value creation and customer value enlargement.

Brand Marketing

1. Building of the brand identity and relationship with the brand image.
2. Visual design elements of the brand and their legal protection.
3. Brand equity and its attributes, the methods of measuring brand equity.

EU and International Trade

1. The functioning of the internal market within its four freedoms.
2. Policies related to the internal market (especially transport policy, competition policy, consumer protection etc.).
3. The EU's common trade policy.

TOPICS FOR SPECIALIZATION “MANAGEMENT OF BUSINESS PROCESSES“:

Business Planning and Controlling

1. Internal accounting and its role in the company. Importance of cost centres, profit centres and their responsibility to management.
2. Cost accounting from the perspective of controlling. Break-even-point determination, costing methods and their use. Information sources for controlling and their application in the analysis of deviations.
3. Preparation and types of financial plans. Participation of individual departments of a company in preparation of the plan. The nature and importance of controlling in connection with planning and evaluation of reality.

Environmental Management

1. Environment and sustainable development.
2. Protection and sustainable use of resources.
3. Environmental policy and tools.

Project Management

1. Product life cycle.
2. Methods and frameworks of project management.
3. Risk management for projects.