



Admission exam topics

Study Programme: Business Administration

Topics

1. Enterprise, business.
 2. Primary functions of the company.
 3. Secondary functions of the company.
 4. Management, manager.
 5. Managerial functions.
 6. Classification of business environment (microenvironment, intermediate environment, macroenvironment).
 7. Purchasing, purchasing process.
 8. Inventory management.
 9. Production process.
 10. Logistics in production.
 11. Functions and tasks of personnel management.
 12. Corporate culture.
 13. Investment life cycle.
 14. Evaluation of investment projects.
 15. Audit of investment projects.
 16. Marketing, marketing information system.
 17. Customer purchasing behavior.
 18. Marketing and marketing mix.
 19. Bases of customer relationship management CRM systems.
 20. CRM software support.
 21. Financial management in the company.
- Working capital management.
23. Optimization of property and capital structure of the company.



24. Revenues, costs, cost models.
25. The nature and importance of accounting.
26. Financial statements.
27. Cost and revenue accounting, economic result.
28. Basic accounting of short-term financial assets - cash, bank accounts, money on the way, loans.
29. Inventory accounting.
30. Accounting for fixed assets.
31. Payroll accounting.
32. VAT accounting.
33. Importance, development and function of business. Business category.
34. Retail.
35. Wholesale.
36. The role of the consumer in trade.
37. Cooperative trade, characteristics and importance.
38. Trends in trade.
39. Innovation and innovation management process.
40. Evaluation of the feasibility of the innovation strategy.
41. Research and development. Technology transfer.
42. The human factor in the innovation process.
43. Change management.
44. Administrative and office activities of the company.
45. Business information systems.
46. Development of strategic management.
47. Paradigm
48. Company strategy.
49. Strategic management models.
50. Strategic management processes.
51. Control and controlling.

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52. Business controlling.
53. Production controlling.
54. Controlling in innovation and research management.

Recommended Literature

- DESSLER, G., 2020. *Human resource management*. Sixteenth edition. Harlow: Pearson. 720 p. ISBN 978-1-292-30912-5.
- DERESKY, H., 2017. *International management: managing across borders and cultures*. Ninth edition. Boston: Person Education. 500 p. ISBN 978-1-292-15353-7.
- GOODMAN, A. S. a M. Hastak, 2015. *Infrastructure Planning, Engineering and Economics*. 2nd edit. McGraw-Hill Education. ISBN 0071850139
- CHANDLER, D., 2019. *Strategic Corporate Social Responsibility: Sustainable Value Creation*. 5th edit. SAGE Publications. ISBN 1544351577.
- KOTLER, P. a G. ARMSTRONG, 2017. *Principles of Marketing*. 17th edit. Pearson. ISBN 013449251X.
- SHAW W. H., 2016. *Business ethics*. 9th edit. Wadsworth Publishing. ISBN 978-1305582088.
- SNYDER, Ch. M. a W. NICHOLSON, 2016. *Microeconomic theory: basic principles and extensions*. 12th, internat. edit. South-Western/Cengage Learning. ISBN 978-1-305-50579-7.
- WEIKART, L. A., 2012. *Budgeting and Financial Management for Nonprofit Organizations: Using Money to Drive Mission Success*. 2nd edit. CQ Press. ISBN 1608716937.
- ZIJM, H. et al., 2019. *Operations, logistics and supply chain management*. Cham, Switzerland: Springer. 1 online resource. Lecture notes in logistics. ISBN 9783319924472.