



## Thematic Areas for Final Bachelor's State Examination

**Programme:** Business Administration

**Title of the SFE:** Business Economics

**Prerequisites:**

1. Business science
2. Purchase and inventory management
3. Production process
4. Marketing
5. Business activity

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<b>Platnost do:</b>	Odvolání		



## **Thematic Areas**

### **Business science**

1. The Relationship between Microeconomics and Business Economics.
2. Equity and Capital Structure of the Company, Organizational Efficiency.
3. Corporate Activities and Functions, Production, Sales and Inventory Management.
4. Investment Decisions, Facility Management and current Trends in Business.

### **Purchase and inventory management**

1. The process of purchasing and supplying inventory in a company.
2. Types of inventory and purchase planning.
3. Inventory management in a company.
4. Supply systems.

### **Production process**

1. Production process and production system.
2. Production planning, production capacity.
3. Production quality assessment systems.
4. Production logistics support techniques.

### **Marketing**

1. Marketing and marketing mix.
2. Marketing research.
3. STP process.
4. Communication mix.

### **Business activities**

1. Trade - definition, functions and historical background.
2. Business categories and assortment.
3. Retail business - types and trends.
4. International trade - advantages and disadvantages, international sales contract.



## **Recommended literature**

### **1. Business science**

MANKIW, N., M. TAYLOR and A. ASHWIN, 2019. *Business Economics*. 3rd ed. Cengage Learning EMEA. ISBN 978-1-4737-6277-0.

STIMPSON, P. and A. SMITH, 2017. *Business Management for the IB Diploma Coursebook with Cambridge Elevate Enhanced Edition*. 2 ed. Cambridge University Press. ISBN 978-1-316-64637-3.

MULHEARN, CH. and H. VANE, 2015. *Economics for business*. Macmillan Education UK. ISBN 9781137429223.

MCGUIGAN, J. R., R. MOYER and F. HARRIS, 2016. *Managerial economics: Applications, strategies and tactics*. Cengage Learning, Inc. ISBN 9781305506381.

REUVID, J. and R. BENNETT, 2019. *Business innovation: How companies achieve success through extended thinking*. Legend Press Ltd. ISBN 9781787197923.

WARD, D. and D. BEGG, 2016. *Economics for business*. 5th ed. McGraw-Hill Education – Europe. ISBN 9780077175283.

### **2. Purchase and inventory management**

HUGOS, M., 2018. *Essentials of Supply Chain Management*. Published by J. Wiley & Sons Inc.. 4. ed. ISBN 978-1-119-46110-4.

ZIJM, H., M. KLUMPP, A. REGATTIERI and S. HERAGU, 2019. *Operations, Logistics and Supply Chain Management*. Springer International Publishing. ISBN 978-3-319-92446-5.

CHRISTOPHER, M., 2016. *Logistics & Supply Chain Management*. Pearson Education Limited. ISBN 9781292083797.

GIBSON, B., 2016. *Supply Chain Management: A Logistics Perspective*. Cengage Learning, Inc. ISBN 9781305859975.

MANGAN, J., 2015. *Global Logistics and Supply Chain Management*. John Wiley & Sons Inc. ISBN 9781119117827.

ZIDAN, K., 2016. *Supply Chain Management: Fundamentals, Strategy, Analytics & Planning for Supply Chain & Logistics Management*. Createspace. ISBN 9781533457868.

STEVENS, J., 2016. *Supply Chain Management: Strategy, Operation & Planning for Logistics Management*. Createspace. ISBN 9781534749436.

ŠIROKÝ, J. at al., 2012. *Transport technology and control*. Brno: Tribun EU. ISBN 978-80-263-0268-1.



HUGOS, M. H., 2011. *Essentials of Supply Chain Management*. 3rd ed. Wiley. ISBN 978-0-470-94218-5.

LAMBERT, D. M., 2005. *Supply Chain Management: Processes, Partnerships, Performance*. 2nd ed. Supply Chain Management Institute. ISBN 978-0-9759949-1-7.

SOUTHERN, R. N., 1997. *Transportation and Logistics Basics*. Continental Traffic Publishing Company. ISBN 978-0-9655014-0-8.

### 3. **Production process**

HERMALIN, B. and M. WEISBACH, 2017. *The Handbook of the Economics of Corporate Governance*. North Holland. ISBN 9780444635303.

MARTIN, C., 2016. *Logistics and supply chain management*. Pearson Education Lim. ISBN 978-12-920-8379-7

MANUFACTURING TECHNOLOGY, 2016. Vol. 1, 445 pp. Publish: The McGraw-Hill Companies.

MANUFACTURING TECHNOLOGY, 2016. Vol. 2, PN-Rao, 424 pp. Publish: The McGraw-Hill Companies.

SCHONSLEBEN P., 2016. *Integral Logistics Management*. Taylor and Francis Inc. ISBN 978-14-987-5053-0.

MACHARIS, C., 2014. *Sustainable logistics*. Emerald Group Publishing Ltd. ISBN 978-17-844-1062-9.

MANGAN, J., 2015. *Global logistics and Supply Chain Management*. John Wiley and Sons Inc. ISBN 978-11-191-1782-7.

OBAL, P., 2006. *Glossary of Supply Chain Terminology*. Industrial Data & Information Inc. 4th ed. ISBN 0966934539.

GRANT, D. et al., 2005. *Fundamentals of Logistics Management*. McGraw Hill Higher Education. ISBN 9780077108946.

### 4. **Marketing**

KOTLER, P. and G. ARMSTRONG, [2018]. *Principles of marketing*. 17th ed. Pearson Higher Education. ISBN 978-0134492513.

KOTLER, P., 2014. *Principles of marketing*. 15th global ed. Pearson. ISBN 978-0-273-78699-3.

PALMER, A., 2012. *Introduction to marketing: theory and practice*. 3rd ed. Oxford University Press ISBN 2009000272.

GODIN, S., [2018]. *This is marketing*. Portfolio/Penguin. ISBN 978-0525540830.



KOTLER, P., H. KARTAJAYA and I. SETIAWAN, [2017]. *Marketing 4.0: moving from traditional to digital*. Wiley. ISBN 978-1119341208.

KOTLER, P. and K. L. KELLER, [2016]. *Marketing management*. 15th ed. Pearson. ISBN 978-0133856460.

## 5. **Business Activities**

BERMAN, B., J. R. EVANS and P. CHATTERJEE, [2018]. *Retail management: a strategic approach*. 13th ed. Pearson. ISBN 978-0133796841.

FEENSTRA, R. C. and A. M. TAYLOR, [2017]. *International trade*. 4th ed. Worth Publishers, Macmillan Learning. ISBN 978-1319061739.

HILL, Ch. W. L., [2019]. *International business: competing in the global marketplace*. 12th ed. McGraw-Hill Education. ISBN 978-1259929441.

JOHNSON, D. and C. TURNER, 2016. *European business*. Routledge, Taylor & Francis Group. ISBN 978-0415617178.

EHRlich, S. D., 2018. *The politics of fair trade: moving beyond free trade and protection*. Oxford University Press. ISBN 978-0199337644.

WALKER, J., A. PEKMEZOVIC and G. WALKER, 2019. *Sustainable development goals: harnessing business to achieve the SDGs through finance, technology and law reform*. John Wiley. ISBN 978-1119541813.