



## Thematic Areas for Final Bachelor's State Examination

**Programme:** Business Administration

**Title of the SFE:** Business management

**Prerequisites:**

1. Business management
2. Strategic management
3. Personnel management
4. Investment management
5. Business finance I

<b>Vypracoval:</b>	prof. Ing. Marek Vochozka, MBA, Ph.D., dr. h.c. doc. Ing. Jarmila Straková, Ph.D. PaedDr. Mgr. Zdeněk Caha, Ph.D., MBA, MSc.	<b>Podpis:</b>	
<b>Schválil garant programu</b>	doc. Ing. Jarmila Straková, Ph.D.	<b>Podpis:</b>	
<b>Datum vydání</b>	3. 1. 2022		
<b>Platnost od:</b>	pro nástup od ZS 2021		
<b>Platnost do:</b>	Odvolání		



## **Thematic Areas**

### **Business management**

1. Management, developmental phases of management.
2. Manager's profile and personality, managerial roles, management styles.
3. Managerial functions.
4. Classification of organizational structures

### **Strategic management**

1. Development of strategic management as a separate scientific discipline.
2. The process of strategic management.
3. Strategy, strategy hierarchy, strategy typology.
4. Strategic situational analysis.

### **Personnel management**

1. Basic goals, content and tasks of human resources management in the organization, the current role of human resources.
2. Labor law framework of employment and human resources management, collective relations.
3. Planning, recruitment and selection of employees; management, motivation, evaluation and remuneration of work performance, training and development.
4. Corporate culture, its systems and mechanisms.

### **Investment management**

1. The process of preparation and implementation of investment projects.
2. Long-term financing and cost of capital. Financing of corporate investments by internal and external sources.
3. Criteria for the efficiency of investment projects: net present value, profitability index and payback period of the investment, internal rate of return, average profitability.
4. Risk management of investment projects.

### **Business finance I**

1. Inventory management and cash management.
2. Fixed assets and investment decisions - static methods and dynamic methods.
3. Equity financing and debt financing.
4. Strategic financial decision-making and optimization of the company's capital structure



## **Recommended literature**

### **1. Business management**

- MAGRETTA, J., 2013. *What Management Is*. Profile Books. ISBN 9781781251478.
- STRYDOM, J. et al., 2011. *Principles of Business Management*. Oxford University Press. ISBN 9780195995992.
- DRUCKER, P. F., 2008. *Management*. Harper Collins Publ. ISBN 9780061252662.
- BAYE, M. R and J. PRINCE, 2014. *Managerial economics and bussiness strategy*. 8th ed. McGraw-Hill Irwin. ISBN 9780073523224.
- O'MAHONEY, J., 2010. *Management consultancy*. New York Oxford University Press. ISBN 978-0-19-957718-7.
- ALVESSON, M., T. BRIDGMAN and H. WILLMOTT, 2011. *The Oxford handbook of critical management studies*. Oxford University Press. ISBN 978-0-19-959568-6.

### **2. Strategic management**

- CLEGG, S. et al., 2012. *Strategy: Theory & Practice*. SAGE Publications Ltd. ISBN 978-1-84920-452-0.
- MAGRETTA, J., 2011. *Understanding Michael Porter: The Essential Guide to Competition and Strategy*. Business Review Press. ISBN 978-1422160596.
- MORDEN, T., 2017. *Principles of Strategic Management*. 3rd ed. Routledge. ISBN 9781138297128.
- DAVID, F. R., 2016. *Strategic Management: A Competitive Advantage Approach, Concepts & Cases*. 16th ed. Pearson. ISBN 978-0134153971.
- MELLAHI, K. and J. G. FRYNAS, 2011. *Global strategic management*. New York Oxford University Press. ISBN 978-0-19-954393-9.
- WHEELEN, T. L. and J. D. HUNGER, 2008. *Strategic management and business policy: concepts and cases*. Pearson Prentice Hall. ISBN 978-0132323468.

### **3. Personnel management**

- CARBERRY, R. and CH. CROSS, 2018. *Human Resource Management*. Macmillan Education UK. ISBN 9781352004021.
- SYED J. and R. KRAMAR, 2017. *Human Resource Management*. 2nd ed. Red Globe Press. ISBN 978-1137521620.



ARMSTRONG, M. a S. TYLOR, 2017. *Armstrong's Handbook of Human Resource Management Practice*. Kogan Page. ISBN 9780749474119.

DESSLER, G., 2019. *Human Resource Management, Global Edition*. Pearson. ISBN 978-1292309125.

ANDERSON, V., R. FONTINHA and F. ROBSON, 2019. *Research Methods in Human Resource Management*. Kogan Page Ltd. ISBN 9780749483876.

WINTERSBERGER, D. (ed.), 2017. *International Human Resource Management*. Kogan Page. ISBN 9780749480981.

#### 4. **Investment management**

BODIE, Z., A. KANE and A. MARCUS, 2018. *Investments*. McGraw Hill, 11th ed. ISBN 978-1259-3526-96.

BREALEY, R. A., S. C. MYERS and F. ALLEN, 2014. *Principles of corporate finance*. 11th ed., global ed. McGraw-Hill Education. ISBN 978-0-07-715156-0.

WILLIAM O`NEIL, 1999. *24 Essential Lessons for Investment Success: Learn the Most Important Investment Techniques from the Founder of Investor*. McGraw-Hill Education - Europe.

AVRAMOV, D., 2015. *Investment Management*. University Textbook. Hebrew University of Jerusalem. Available at: <https://www.pdfdrive.com/investment-management-e1833037.html>

CROUHY, M., D. GALAI and R. MARK, 2014. *The Essentials of Risk Management*. 2nd ed. McGraw-Hill Education.

HAGIN, R. L., 2004. *Investment Management Portfolio Diversification, Risk, and Timing-Fact and Fiction-Fact and Fiction*. John Wiley & Sons, Inc.

#### 5. **Business finance I**

BREALEY, R. A., S. C. MYERS and F. ALLEN, 2014. *Principles of corporate finance*. 11th ed., global ed. McGraw-Hill Education. ISBN 978-0-07-715156-0.

ROSS, S., R. WESTERFIELD and B. JORDAN, 2017. *Essentials of corporate finance*. 9th ed. McGraw-Hill Education. ISBN 978-1259277214.

ROSS, S. A., 2012. *Fundamentals of corporate finance*. 9th ed. McGraw-Hill Companies. ISBN 978-1-25-902762-8.

DAMODARAN, A., 2010. *Applied Corporate Finance*. 3rd ed. [s. n.]. ISBN 978-0-470-38464-0.

ZHU, J., 2014. *Quantitative models for performance evaluation and benchmarking: Data envelopment analysis with spreadsheets*. 3rd ed. Springer. ISBN 978-3-319-06646-2.



MATHIESON, D. J. a G. J. SCHINASI, 2000. *International Capital Markets*. [s. n.]. ISBN 1-55775-949-9.