

Thematic areas for Final Master's State Examination

Programme: Business Administration

Title of the SFE: Business Administration

Prerequisites:

1. Business Science – for Master study programme
2. Human Resources Management - for Master study programme
3. Strategic Management - for Master study programme
4. Business Finance - for Master study programme
5. Marketing Management

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Platnost od:	pro nástup od ZS 2022		
Platnost do:	Odvolání		



Thematic areas

1. Infrastructure companies.
2. Banking enterprises.
3. Economics of non-governmental organizations.
- 4. Agricultural and forestry enterprises.
5. Strategic marketing management and marketing plan. The use of marketing management in the development of business models.
6. STP process. Personality of consumer, buying behaviour of end consumers and organizations.
7. Brand management. Positioning and brand value.
8. Social responsibility and ethics in marketing, new trends in business. Online marketing strategies.
- 9. Significance, goals, specifics, ad trends of human resources management in an organization.
10. Recruitment, selection, hiring, and adaptation of employees.
11. Management, motivation, rewarding, and evaluation of employee performance.
12. Employee training and education, their methods and evaluation, creation and development of organizational culture.
13. Shares and their valuation methods. Bonds and their valuation methods. Call options, put options.
- 14. Risk and alternative cost of equity. Systematic risk. Risk premium. Risk management.
15. Debt policy of a company. Credit risk and debt importance. Financing of enterprise from internal resources. Internal financing of a company.
16. Enterprise value management using EVA Entity. Enterprise value management using EVA Equity.
17. Development of strategic management.
18. Theory of strategic management.
19. Leadership.
20. Value creation (creation of value proposition).

Recommended literature

1. Business Science – for Master study programme

FARR, J. V. a I. J. FABER, 2018. Engineering Economics of Life Cycle Cost Analysis. CRC Press. ISBN 1138606782.

MYERS, D., 2016. Construction Economics: A New Approach. 4th edit. Routledge. ISBN 1138183725.

MISHKIN, F. S., 2015. The Economics of Money, Banking and Financial Markets. 11th edit. Pearson. ISBN 9780-13-473382-1.

GOODMAN, A. S. a M. Hastak, 2015. Infrastructure Planning, Engineering and Economics. 2nd edit. McGraw-Hill Education. ISBN 0071850139.

ISWANTO, H. A., 2018. Hospital Economics: A Primer on Resource Allocation to Improve Productivity & Sustainability. Productivity Press. ISBN 0815388772

PENSON, J. B. et al., 2017. Introduction to Agricultural Economics. 7th edit. Pearson. ISBN 013460282X.

STABLER, M. J., 2010. The Economics of Tourism. Routledge. ISBN 0415459397.

WEIKART, L. A., 2012. Budgeting and Financial Management for Nonprofit Organizations: Using Money to Drive Mission Success. 2nd edit. CQ Press. ISBN 1608716937.

2. Human Resources Management - for Master study programme

ARMSTRONG, M. a S. TAYLOR, 2014. Armstrong's handbook of human resource management practice. 13th edit. Kogan Page Ltd. ISBN 978-0-7494-6964-1.

SYED J. a R. KRAMAR, 2017. Human Resource Management. 2nd edit. Red Globe Press. ISBN 978-1137521620.

CAHA, Z. a J. URBAN, 2017. A code of ethics as an organizational management tool and its use in the Czech Republic. RAM Verlag. ISBN 978-3-942303-50-7.

3. Strategic Management - for Master study programme

DAVINA, S., 2019. The So What Strategy Revised Edition. Wilkins Farago. ISBN 978-0-6484-0256-5.

CLEGG, S. et al., 2011. Strategy. Theory and Practice. SAGE Publications Ltd. ISBN 978-1-84920-452-0.

PORTER, M. E., 2008. Competitive Strategy: Techniques for Analyzing Industries and Competitors. Simon and Schuster. ISBN 978-1-4165-9035-4.

PORTER, M. E., 2008. Competitive Advantage: Creating and Sustaining Superior Performance. Simon and Schuster. ISBN 978-1-4165-958-7.

REEVES, M., K. HAANAES a J. SINHA, 2015. Your Strategy Needs a Strategy: How to Choose and Execute the Right Approach. Harvard Business Press. ISBN 978-1-6252-7586-8.

RUMELT, R., 2011. Good Strategy/Bad Strategy: The difference and why it matters. Profile Books. ISBN 978-1-8476-5746-6.

LAFLEY, A. G. a R. L. MARTIN, 2013. Playing to Win: How Strategy Really Works. Harvard Business Press. ISBN 978-1-4221-8739.

McKEOWN, 2013. The Strategy Book ePub eBook: How to Think and Act Strategically to Deliver Outstanding Results. Pearson UK. ISBN 978-0-2737-5711-5.

DIXIT, A. K. a B. NALEBUFF, 2008. The Art of Strategy: A Game Theorist's Guide to Success in Business & Life. W.W. Norton. ISBN 978-0-3930-6243-4.

MELLAHI, K. a J. G. FRYNAS, 2011. Global strategic management. Oxford University Press. ISBN 978-0-19-954393-9

4. Business Finance - for Master study programme

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

ROSS, S., R. WESTERFIELD a B. JORDAN, 2017. Essentials of corporate finance. 9 vyd. [s. l.]. ISBN 978-1259277214.

5. Marketing Managment

BEEZER, R. A., 2015. A First Course in Linear Algebra. 3rd edit. Congruent Press. ISBN 978-0984417551.

STRANG, G. a E. HERMAN, 2016. Calculus Volume 1. [s. n.]. ISBN 978-1938168024.

CAMPOLIETI, G. a R. N. MAKAROV, 2014. Financial Mathematics: A Comprehensive Treatment. Chapman and Hall/CRC. ISBN 1439892423.

MILLER, M. B., 2014. Mathematics and Statistics for Financial Risk Management. John Wiley & Sons. ISBN 1118750292.

CHAN, W.-S. a Y.-K. TSE, 2018. Financial Mathematics For Actuaries. World Scientific Publishing. ISBN 9813224673.



BUCHANAN, J. R., 2012. An Undergraduate Introduction to Financial Mathematics. World Scientific Publishing. ISBN 9814407445.

HISSA, A. a S. N. NEFTCI, 2014. An Introduction to the Mathematics of Financial Derivatives. Academic Press. ISBN 012384682X.

TRETYAKOV, M. V., 2013. Introductory Course on Financial Mathematics. Imperial College Press. ISBN 1908977388.

GUEANT, O., 2016. The Financial Mathematics of Market Liquidity: From Optimal Execution to Market Making. CRC Press. ISBN 1498725473.

GERVER, R. a R. J. SGROI. 2018. Financial Algebra: Advanced Algebra with Financial Applications. Cengage Learning. ISBN 1337271799.

HASTINGS, K. J., 2016. Introduction to Financial Mathematics. CRC Press. ISBN 149872390X.

SHIM, J. K a J. SIEGEL, 2007. Schaum's Outline of Financial Management. The McGraw-Hill Companies. ISBN 0071635319. I