BUSINESS AND MANAGEMENT

The exam consists of:
30 multiple-choice questions to be completed in 60 minutes;
and 8 open questions to be completed in 120 minutes.

STATE EXAMINATION QUESTIONNAIRE

1. Human resource management role and functions
2. Competency-based human resource management – competence framework and mapping
3. Talent in human resource management – definition, role in organizational context, talent management system
4. Human resource management: Recruitment and selection
5. Human resource management: Performance management
6. Human resource management: Talent segmentation, development, and retention
7. Entrepreneurship: Recognizing opportunities and generating ideas. Feasibility analysis
8. Developing an effective business model
9. Developing a business plan
10. The importance of intellectual property for the creation of a new business.
11. The nature of morality. Moral reasoning. Moral dilemmas
12. Normative theories of ethics
13. Justice and economic distribution
14. Corporate social responsibility, citizenship, & sustainability
15. The stakeholder approach to corporate social responsibility
16. Directing the operation – operations management, strategy and performance. Product and service innovation. The structure and scope of operations
18. Planning and control in operations management. Capacity, supply and inventory management in operations.
19. Sales management – nature and importance for the business, sales goals and quotas, sales planning, forecasting and analysis.
20. Personal sales process – search for customers, preparing for sale, sales presentation, customer objection, sales techniques, post-sale activities.
22. Sales logistics – definition, objectives and elements.
23. Domestic and international sales logistics – nature, comparison and challenges.
24. Global economy and international trade: effects of the globalization, organization of contemporary global trade
25. Legal environment of international trade: WTO, international trade agreements and unions, EU. Trade controls and trade barriers.
26. Export and import processes: trade enquiry, export quotation, export and import procedures and documentation from the perspective of EU based companies.
27. International trade risks and risk management.
28. Trade financing: types of financing, related institutions, international payment methods, forms of countertrade.
29. International business environment. Strategy and organisation of international business
30. Entering foreign markets. Global production and supply chain management
31. Accounting and finance in international business
32. Strategic marketing planning and executive decision-making
33. Product strategies
34. Distribution and supply-chain strategies
35. Pricing Strategies
36. Integrated marketing communication strategies
42. Fundamental concepts for financial and business analysis. The needs of financial and business analysis. Data and information. Sources, collecting, sampling of data.
43. Measuring and evaluating variation of data. Percentage change. Weighted index numbers. Deflating time series.
45. Problem – definitions, characteristics and types
46. Process of problem solution design
47. Problem conceptual model design
48. Hypothesis design. Diagnostic design tools
49. Problem solving decisions
50. The research process. The relation between the research process and the decision-making process. Stages of the research process.
51. Typology of research methods. Qualitative and quantitative research methods.
52. Developing the questionnaire. Question types, scales and writing questions.
54. Techniques for increasing response rates in survey design and distribution.

REQUIRED LITERATURE

**RECOMMENDED LITERATURE**