

## Topics for State Examination

### In masters' program General Management

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#### STATE EXAM I.: BUSINESS ECONOMICS AND MANAGEMENT

##### Financial management

1. Financial Management - basic mission, functions, tasks and organizational integration into the company structure.
2. Financial and capital structure of a company - definition of the capital cost, factors determining its process optimization.
3. Long-term and short-term financial investments - tools, tips quantification of magical triangle peaks, portfolio of financial instruments.
4. Financial relations of a company to international environment - currency exposure and methods of guidance.
5. Financial risk management of a company and the use of derivative instruments.
6. Payment services and payment operations - economic and legislative aspects of the financial transactions between market players.

##### International management and international business

1. The nature and understanding of globalization. Globalization vs. local adaptation. Factors and motives of internationalization of business. Strategy of international strategic orientation of the company.
2. Analysis of the internationalization potential of the company and select international markets. The selection analysis. Segmentation of international markets. Modest of engagement on selected foreign markets.
3. Reasons for export. Export format, their advantages and disadvantages. SR export policy, export supporting institutions in Slovakia, their meaning and function in promoting exports.
4. Definition of licenses and the types of licenses. The contents, means and benefits of entering into licensing agreements. Franchising, decisions on international franchising. Advantages and disadvantages of franchising.
5. Joint venture - definition, typology, models and preparation of the creation of business strategy in Joined Ventures. Strategic alliances, their classification, advantages and disadvantages SA.
6. Characteristics and benefits of multinational enterprises. Criteria for going multinational. Pros and cons of multinational corporations. Clarification of Perlmutter theory of internationalization.

##### Strategic management

1. Development of concepts/ ideas of where the company is and where it wants to get.
2. Meaning, procedures and results of strategic analysis.
3. Creative synthesis of the results of strategic analysis.
4. Comparison of typologies business strategies.
5. Acquisition strategy as a key tool of corporate portfolio development.
6. Implementation of the Blue Ocean Strategy.

##### Sales strategy

1. The process of creating sales strategy. Methods and practices of marketing analysis and marketing audit.
2. Typology of sales strategies.
3. Sale strategies differentiated by customer or customer markets.
4. Sale strategies differentiated by competitive behavior of companies.
5. Sales strategy with priority of product and distribution as marketing elements.
6. Sales strategy with a priority focused on marketing communications

## **STATE EXAM II.: GENERAL MANAGEMENT**

### Financial Analysis and Financial Planning

1. Financial structure and costs of sources of financing
2. Financial analysis based on financial ratios
3. What is the position and role of the "ex ante" financial analysis in the evaluation of companies. The nature of the relevant indicators and forecasting methods financial analysis.
4. The nature, function and status of the financial plan and the factors affecting its creation in the company
5. The content of particular components of financial business plan.
6. Methods and procedures of the various parts of the financial plans and evaluation of its level and quality.

### Enterprise information system

1. Trends in IS / IT, model approaches to IS / IT and system integration.
2. Multidimensional Management and Development of Information Systems.
3. The system of management of IS / IT.
4. Strategic management of IS / IT and information strategy of the company.
5. IS / IT audit.
6. The effectiveness of IS / IT.

### Communication in Management

1. Models of internal communication, their application advantages, disadvantages and risks in the different developmental stages of a company.
2. Forms of internal communication, their structure and content and their application in the management of company.
3. Functions and tools of internal communication in aspects of managerial, economic and behavioral theories.
4. Status, role and types (verbal and nonverbal) of managerial communication in the management of a company.
5. Mental models, communication patterns, communication codes, communication disturbance and modification elements and constraints in mono-cultural and intercultural managerial communication.
6. Listening (active listening), assertiveness, empathy, persuasion, and the advantages, disadvantages, limitations and risks of their use in managerial communication in the company.

### Control

1. Barriers or difficulties in controlling. Options to reduce or eliminate the need for controlling.
2. General and partial phases of the audit process. The requirements for an effective control process.
3. Control typology. Types of formal control and self-control. Defining of informal control.
4. The levels of control. Mutual comparison on goals, objectives, necessary information and characteristics of information.
5. Control scope of the Ministries of Economy and Finance and their subordinate bodies of external controls.
6. Subjects of external control in the private sector.

### Logistics

1. The nature and the content of enterprise logistics. Determination of areas of business logistics.
2. Logistics in supply management in the company. Selection, evaluation and supplier relationship management.
3. Production logistics in the company. Contemporary logistics concepts in production management.
4. Material management in logistics. Tendencies of its development (improvement).
5. Logistics Information System in the company. The modularity of the logistics information system.
6. Organizational aspects and controlling of logistics. Their role and content.

### Organization

1. Explain the meaning and importance of time management in the organization of managerial work. Explain at least two techniques applied in time management.
2. Explain the purpose, nature and course of the working meetings. Describe the constructive and destructive elements.

3. Explain the meaning of business process outsourcing, and creation of shared service centers in the context of organizational changes.
4. Explain the criteria and principles of company clusters and associations. The advantages, disadvantages and perspectives of the holding structures and networking.
5. Basic features, advantages and disadvantages of centralization and decentralization of decision-making power in the organization. Principles of empowerment.
6. Compare the bureaucracy and adhocracy and their impact on the organizational structure of the company. Advantages / disadvantages of both systems. Do you agree with the statement H. Mintzberg that the bureaucracy is a thing of the past, while adhocracy is a thing of the future?

#### Project management

1. Characteristics and content of the initial phase of project management - preparing and checking the project. The methods project pricing.
2. The nature and content of the project planning. The methods and techniques used in project planning.
3. Implementation, monitoring and closure of the project – content, methods and techniques.
4. Financing the projects. Static and dynamic methods of project effectiveness assessment.
5. Teamwork in project management. Formation of project teams, their performance and problem solving. Integration function of the project manager.
6. Organization of project management. Basic models of organizational structures in project management, their principles, advantages, disadvantages and applications.