

Theses for the admission procedure
for the 3rd level of study (doctoral studies) in the academic year 2025/2026
for 3-year full-time and 4-year part-time study
in an accredited study programme
Business Economics and Management in the field of study Economy and
Management

1. Business risk management – essence, principles, risk categories.
2. Risk management process and framework.
3. Risk management methods and techniques.
4. Risk management for the project area.
5. The essence and classification of sales (marketing) strategies.
6. Marketing analysis methods and marketing audit.
7. Customer-oriented marketing analytics and strategies.
8. Competitive marketing analytics and strategies.
9. The importance of enterprise value management in business management.
10. Current trends in determining the value of a business.
11. The main types of organizational structures and the way of using the division of decision-making powers in individual models.
12. The role of the personnel department and the role of line managers in human resource management.
13. A system for evaluating workers in relation to the management of their performance.
14. The process of training and development of workers in the enterprise.
15. Marketing planning, function, content, methods, and procedures.
16. Integrated system of company plans and characteristics of individual plans (strategic plans, business plan, annual plan, functional plans and their links, methods of creating plans).
17. Planning of investment programs – stages of investment planning, methods of economic assessment of projects, methods of financing investment projects.
18. Internationalization of the company – essence, motives, goals, theoretical approaches.
19. Strategic Decision-Making Steps in International Business.
20. Multinational enterprise, essence, criteria of multinationality, role and role of subsidiaries.
21. Strategic analysis – objects, methods and interpretation of results.
22. Strategic synthesis – content and organizational procedures.
23. Comparison of generic typologies of business strategies.
24. The role of purchasing and supply logistics (procurement logistics) in a company. Research, planning and cost management in procurement logistics. Choice of strategy in procurement logistics. Supplier relationship management. Modern trends and tendencies in procurement logistics.
25. The relationship between logistics and production management. The position (tasks and goals) of logistics in the production system of the enterprise. Production logistics

of the company. Newer logistics concepts in production management. The use of quantitative methods in production logistics.

26. Logistics Information System – the starting point of the process of changes in corporate logistics. Breakdown of the logistics information system of the company, sources of information for the logistics database.
27. Modularity in the logistics information system of the company. Synergy of information flows in the logistics of the company.
28. The essence and importance of the managerial concept of quality. Quality as an entrepreneurial pillar. Basic criteria and development trends in quality criteria. Classification of quality factors, Intangible quality factors.
29. Content of quality management. Development trends in quality management. The essence of process quality management in a company. Methodology of process quality management. Organization of the course of process quality creation and creation of corporate quality strategy.
30. Economic quality analysis – traditional and newer quality analyses. Quality cost analysis.
31. Types and possibilities of motivation for quality development. Awards for quality. Foreign motivational quality systems.
32. The importance and role of IS/IT in the conditions of the knowledge economy. Current trends in IS/IT.
33. IS/IT system integration. IS/IT outsourcing.
34. Information strategy of the company. IS/IT efficiency.
35. IS/IT management model. Two-criteria decision-making about IS/IT.
36. Analysis of the financial situation of the enterprise – role and position in corporate management, information sources, methods, indicators, financial analysis "ex post" and "ex ante".
37. Analysis of quantitative and qualitative results of the company and their impact on the financial situation of the company.
38. Definition of small and medium-sized enterprises for EU economic policy. Specific barriers of small and medium-sized enterprises. Riskiness of small and medium-sized enterprises.
39. Institutions for the support of small and medium-sized enterprises in Slovakia. Financial support programmes for small and medium-sized enterprises in the Slovak Republic and the EU. European Union Structural Funds and the Cohesion Fund.
40. Definition, essence and development of venture capital. Types of venture capital. Special types of private equity. Venture capital in the world economy and in Slovakia. Venture capital funds and corporate (business) angels.
41. Valuation of money market securities in terms of intrinsic value and returns.
42. Specifics of valuation of money market securities based on interest and discount.
43. Characteristics of debt securities of the capital market. Bond valuation models in terms of intrinsic value. Ways to quantify yields and risk of bonds.
44. Equity securities. Models of valuation of shares and the possibilities of their use in Slovakia. Discounted dividend models, NPVGO model, discounted FCF models, capitalized net income model. The discounted value models of the EVA indicator and the discounted newly created value model. Quantifying the returns and risk of stocks.

45. Optimization of the capital structure of the enterprise – factors affecting the capital structure, theoretical models and their practical modifications of the formation of the optimal capital structure.
46. Dividend policy of the company – factors influencing the projection of dividend policy, methods and models of dividend policy.
47. Enterprise development projects – a method of evaluating the effectiveness of projects, methods of measuring risk and methods of risk analysis of projects.
48. Financial planning of a business – structure, content, methods, models and creation procedure.
49. Controlling – defining functions and position in the company. Strategic and operational controlling. Basic tools used in controlling practice.
50. Process approach and its use in the calculation and budgeting system of the company. Economic and organizational structure of the company. Business reporting and its links to individual levels of management.
51. The essence, tools, organizational structuring of project controlling in the company. Links of project controlling to other components of business management.
52. The financial investments of the company, the characteristics of financial assets and the motivation to invest financially. Decision criteria for choosing a financial asset and the interrelationships between them.
53. Background of portfolio theory and its basic principles. Practical application problems.
54. Collective investment, the current state of affairs in Slovakia. Basic investment strategies. Regulation and supervision of the financial market.
55. The classification of the financial risk of the enterprise and the tools used in the process of its guidance. Basic types of derivative contracts with an emphasis on first-generation derivatives.
56. The use of derivative contracts in the design of strategies focused on profit, risk, stabilization and management of portfolio value. Creation of synthetic derivative structures.
57. Defining the essence of the methods of valuation and valuation of derivative contracts, with an emphasis on the type of underlying instrument and the principle of conditionality. Methodological approaches used in accounting and expert practice.
58. Foreign direct investment, its development. International portfolio diversification.
59. International investment and ways of hedging against currency risk. International investment and political risks. The securitisation process and its financial products.
60. Globalization of financial markets and the possibilities of obtaining funds on international financial markets. Estimation of the cost of capital raised from international financial markets. International market for debt instruments. Strategies for raising capital in international financial markets.
61. The monetary policy of the European Union and its impact on the business sphere after Slovakia's entry into the Eurozone.
62. Characteristics of the current tax system of the Slovak Republic: basic principles of tax system creation, characteristics of the tax system of the Slovak Republic, types of taxes applied, incentive effectiveness of taxes of business entities.
63. Processes of tax harmonization and tax competition in the conditions of the European Union, tax harmonization vs. tax competition, problems of harmonization of direct and indirect taxes as part of the European integration processes, EU legislation in the

field of tax avoidance and fight against tax evasion, tax legislation in the field of information exchange in the EU, taxation trends in the future.

64. Problems of international taxation: origin, causes and consequences of international double taxation, methods of avoiding international double taxation, international treaties on the avoidance of double taxation – basic characteristics, types of treaties and brief content. The Slovak Republic and international treaties for the avoidance of double taxation. Economic and social consequences of tax havens in the world.
65. Theoretical opinions on the origin of the last financial crisis.
66. Business diagnostics as an essential component of the management process in the company.
67. Options for determining the cost of foreign capital.