



**THEMATIC TOPICS FOR THE FINAL STATE EXAMINATION
IN THE ACADEMIC YEAR 2024/2025
FOR THE FOLLOW-UP MASTER'S DEGREE PROGRAM TAUGHT IN ENGLISH
ECONOMICS AND MANAGEMENT**

Economics Topics

1. Theory of rational choice – consumer theory, consumer preferences, utility measurement in two approaches
2. Consumer optimum – expression of consumer optimum, indifference curves with different preferences and different incomes
3. Forming of demand and elasticity – price consumption curve, forming demand from PCC, role of elasticity, price elasticity, cross price elasticity, income elasticity
4. Production and technology choice – Neoclassical theory of the firm, technological constraints and production, short run production
5. Firm optimum – long run production, marginal rate of technical substitution, isoquant and isocost, firm optimum
6. General equilibrium – Edgeworth box diagrams, possibility production frontier, production mix efficiency, general equilibrium
7. Firm in perfect competition and short run – conditions of perfect competition, output and supply of firm
8. Firm in perfect competition and long run – output and supply of firm in long run by various kinds of costs
9. Firm in imperfect competition – characteristic of imperfect competition, monopoly
10. Firm in imperfect competition – oligopoly and monopolistic competition
11. Market of production factors – revenues and costs, land market and labour market
12. Market of production factors – capital market, supply, demand and equilibrium on capital market, returns of capital
13. Macroeconomics and macroeconomic models – history of macroeconomics, macroeconomic concerns, components of macroeconomics, macro-models
14. The simple Keynesian model (two sectors) – characteristic, equilibrium income, functions, output-expenditure approach
15. Three sector national income model – model, functions, output-expenditure approach, equilibrium national income
16. Open economy and balance of payment – characteristic of open economy, international flows of goods and capital, nominal and real exchange rate, structure of balance of payment



17. Four sector national income model – model, functions, output-expenditure approach, equilibrium national income, crowding-out effect
18. IS-LM model – theoretical assumptions, IS curve, LM curve, IS-LM model
19. Fiscal and monetary policy in IS-LM model – fiscal policy and its impact on model, monetary policy and its impact on model
20. IS-LM-BP model – Mundell-Fleming model, model and BP curve, model and exchange rates, fiscal and monetary policy in model
21. AS-AD model – characteristics of model, construction of AD curve (from IS-LM model), construction of AS curve, equilibrium
22. AS-AD model in short run and long run – fiscal policy, monetary policy and equilibrium in AS-AD model
23. Inflation and unemployment – inflation, deflation and disinflation, measurement of inflation, unemployment and its concepts, Phillips curve
24. Business cycles – determination of growth and business cycles, characteristic of business cycles, indicators of business cycles
25. Economic growth – factors of economic growth, costs and benefits of economic growth, economic growth and PPF, economic growth and convergence

Literature:

- [1] MANKIEW, N. G., 2020. *Principles of Microeconomics*. 8th ed. Stamford: Cengage Learning. ISBN 978-1-30597-149-3.
- [2] MANKIEW, N. G., 2019. *Macroeconomics*. 10th ed. New York: Worth Publishers. ISBN 978-1-31924-358-6.
- [3] PERLOFF, J. M., 2018. *Microeconomics*. 8th ed. London: Pearson Education Limited. ISBN 978-1-292-21562-4.
- [4] ROMER, D., 2018. *Advanced Macroeconomics*. 5th ed. New York: McGraw-Hill. ISBN 978-1-26018-521-8.



Study Profile Topics

1. Business and managerial economics – basic concepts and differences, business activities.
2. Cost volume and profit analysis.
3. Production planning.
4. Non-linear revenues in economics and in break-even point graph, cash-flow.
5. Economies of scale, factors of production, productivity.
6. Definition of strategic management, strategy-making process.
7. Corporate strategy, strategic plan.
8. Strategic analysis, analytical methods of business environment.
9. Business strategy and functional strategies, strategy for international companies.
10. Strategy implementation and control.
11. Retail environment, internationalization and globalization of retail, market dominance and market power.
12. Retail formats and typology.
13. Retail marketing and strategic planning, territorial and market analysis.
14. Merchandising and store management, supplier relationship and B2B marketing.
15. E-tail, digitalisation in retail, IT technologies and ethics in retailing.
16. Process of strategic marketing management.
17. Approaches to marketing situation analysis.
18. Business markets description, B2B.
19. Marketing strategy for Product and Price.
20. Marketing strategy for Distribution and Marketing communication.
21. Specifics of financial management in multinational corporations, reasons and forms of business involvement in international economic activities.
22. International financial markets and their use by multinational corporations.
23. Foreign exchange risk management, foreign exchange exposure and hedging methods.
24. Corporate governance, Anglo-American and Continental-European model.
25. Country risk, its analysis and methods of reduction.

Literature:

- [1] ADÁMEK, P. and Ž. RYLKOVÁ, 2014. *Managerial Economics. Selected Aspects of the Business*. Karviná: SU OPF. ISBN 978-80-7248-991-6.
- [2] BHAT, M. S. and A. V. RAU, 2008. *Managerial Economics and Financial Analysis*. Hyderabad: BS Publications. ISBN 978-817-800-153-1.
- [3] BOWEN, H., HOLLANDER, A. and J. M. VIAENE, 2012. *Applied international trade*. Hampshire: Palgrave Macmillan. ISBN 978-0230-52154-4.
- [4] CATEORA, P. R., M. C. GILLY and J. L. GRAHAM, 2019. *International Marketing*. New York: Mc Graw Hill. ISBN 978-1260547870.
- [5] GOFFIN, K. and R. MITCHELL, 2016. *Innovation Management. Effective Strategy and Implementation*. 3rd ed. New York: Palgrave Macmillan International Higher Education. ISBN 978-1-137-37344-1.



- [6] HILL, C. W. L., M. A. SCHILLING and G. R. JONES. 2016. *Strategic Management: Integrated Approach*. Boston: Cengage Learning. ISBN 978-1-305-50227-7.
- [7] HITT, M. A., R. D. IRELAND and R. E. HOSKISSON. 2016. *Strategic Management: Concepts and Cases: Competitiveness & Globalization*. Boston: Cengage Learning. ISBN 978-1-305-50214-7.
- [8] MADURA, J., 2018. *International Financial Management*. 13th ed. Boston: Cengage Learning. ISBN 978-1-337-09973-8.
- [9] PAUL, D., EVA, M., CADLE, J., HINDLE, K., YEATES, D., ROLLASON, C. and P. TURNER, 2014. *Business Analysis*. 3rd ed. Swindon: BCS Learning & Development Limited. ISBN 978-1-780172-77-4.
- [10] ROTHAERMEL, F. T., 2016. *Strategic Management*. New York: McGraw-Hill. ISBN 978-1-2559-42047-4.
- [11] SHAPIRO, A. C., 2019. *Multinational Financial Management*. 11th ed. Jefferson City: Wiley. ISBN 978-1-119-55984-9.