

## **BUSINESS ECONOMICS TOPICS**

### **Basics of Economics**

- Demand and supply
- Consumer behaviour
- Production and business organization
- Analysis of costs
- Market structure
- Factors of production
- Consumption and investment
- Business cycles
- Financial system. Monetary Policy
- Unemployment. Inflation

### **Enterprise economics**

- Purpose of businesses, business processes
- Business environment
- Organisational forms – structure
- Organisational forms – legal entities
- Basics of finance - costs
- Operations management – production
- Investment decisions
- Warehousing – stocks
- Optimisation of logistics – batch, timing

### **Marketing**

- Basic concepts of marketing and its integration into corporate practice
- Environment analysis
- Consumer behavior. Buying decision. Perception, attitude models
- Organizational markets and buying behavior
- Segmentation in consumer and organizational markets
- Educational break - Easter Holiday
- Product and service policy: Specifics and management of services
- Price policy: The main aspects and methods of pricing
- Place policy: Supply chain structures; Place choices and management
- Marketing communication: The models of communication, forms of advertising
- Market research

## **Management**

- Management trends
- Informal and formal groups in the organization. Organizational forms.
- Leadership styles. Management methods
- Motivation, motivational theories
- Workforce development, internal training. Leadership training.
- The changing environment of management. Strategic planning, strategic management
- The decision as a managerial activity. Decision models
- Theory of communication, types of organizational communication. Conflict management.
- Project management and process management
- Change management
- Risk management
- Functional management