

MODERN MANAGEMENT
FIRST-DEGREE STUDIES

1. Team Leader – Tools of an Effective Leader.
2. Business Communication.
3. The concept of an enterprise.
4. The essence of entrepreneurship.
5. Elements of organization.
6. Basic goals of an organization.
7. The importance of organizational behavior.
8. Leadership styles.
9. Organizational social responsibility (CSR).
10. Factors determining demand and supply in the labor market.
11. Characteristics of monopoly and the effects of market monopolization.
12. Characteristics of monopolistic competition.
13. Types of costs in an enterprise.
14. Types of markets.
15. State and local government budgets.
16. Central bank and commercial banks.
17. Organizational culture – essence and significance.
18. Elements of the personnel process.
19. Elements of motivation system in an enterprise.
20. Human capital and organizational intellectual capital.
21. Outsourcing and outplacement as employee recruitment methods.
22. Objectives of personnel audit.
23. Sieve model and human capital model.
24. Methods used in marketing research, stages of the research process.
25. Quality – concept and shaping methods.
26. Quality management systems.
27. Modern Methods of Management
28. Promotional mix tools and their utilization in an enterprise.
29. Elements of product strategy.
30. Essence and functions of a brand.
31. Functions of packaging.
32. Marketing pricing strategies.
33. Social marketing.
34. Merchandising tools and its role in a retail enterprise.
35. Types of marketing research.
36. Essence of public relations.
37. Essence of economic analysis in an enterprise.
38. Sources of business financing.
39. Tools and techniques of financial management.
40. Managerial income statement.
41. Utilization of cost accounting in an enterprise.
42. Principles of accounting.
43. Elements of financial statement.
44. Fixed assets and their depreciation.
45. Essence and concept of insurance, insurance principles.
46. Types of innovation.

47. Sources of innovation in an enterprise.
48. Psychology of Management – aspects.
49. Systemic Project and Process Management.
50. Business Process Optimization Using IT.