**Final exam**

QUESTIONS for Bachelor in Business Administration and Management Students (2017/18/1)

***You should pick 2 questions at the state exam. For the successful state exam you must pass both questions.***

1. Profit-maximization on perfectly competitive markets - short-run, long-run equilibrium
2. The effects of government policies in the IS-LM model
3. The HRM function, recruitment & selection (models, aims, policy goals)
4. Performance management & reward management (definitions, aims, models)
5. Economic and Monetary Union: Road to EMU and its fundamental elements
6. Inventory management (objectives of inventory management, inventory cost, typology of stocks, economic order quantity model)
7. Frameworks and concepts of financial accounting. The contents and strucure of financial statements
8. Financial statement analysis
9. Time value of money (FV, PV, NPV, perpetuity, annuity, IRR)
10. Definition of Strategic Management, Strategic Management Process, Analysis of External Environment (General Environment, Industry Environment - Five Forces Model, Competitive Environment - Strategic Group and Competitor Analysis) and Internal Environment (Resources, Capabilities, Core Competencies, Value Chain Analysis)
11. Business-level Strategies (Porter's Five Strategies), Corporate-level Strategies (Diversification Strategies)
12. Acquisition Strategy (Reasons and Drawbacks, Types), International Strategy (Incentives and Risks, International Business-level and Corporate-level Strategies, International Entry Modes
13. Leadership (definition, functions, theories, roles)
14. Marketing in the 21th Century. Consumer Behavior
15. The Marketing Mix
16. What does "control" and "controlling" mean? The basic elements of a control system, the boundaries of management controlling. Organizational goals, corporate- and business unit strategies.
17. Types of responsibility centers (expense centers, revenue centers, investment centers, profit centers) Transfer pricing.
18. Doing business: forms and function of business organisations
19. Taxation of business activities
20. The relationship of law and ethics. Global business ethics issues nowadays
21. Risk and return (portfolio risk, beta, diversification, Markowitz Portfolio Theory, CAPM)
22. History and Sructure of the European Union
23. Assessing the global manager's environment: Poltical, Economic, Legal,

Technological. Managing interdependence: Social Responsibility and Ethics

1. The cultural context of global management.
2. Formulating and implementing strategy for international and global

operations.