

Business Administration and Management

- The HRM function, recruitment & selection (models, aims, policy goals)
- Performance management & reward management (definitions, aims, models)
- Economic and monetary union within the European Union
- Inventory management (objectives of inventory management, inventory cost, typology of stocks, economic order quantity model)
- Financial statement analysis
- Time value of money and investment decision making (FV, PV, NPV, perpetuity, annuity, IRR)
- Bonds, stocks valuation and WACC
- Strategic management, strategic management process, and analysis of external and internal environment
- Business-level Strategies (Porter's five strategies), Corporate-level Strategies (diversification strategies)
- Leadership (definition, functions, theories, roles)
- Segmentation, targeting, positioning
- Elements of the marketing mix
- Legal forms of business organisations
- Taxation of business activities
- Organizational structures

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