



I. Complex economical

1. Basics of labour law. Types of legal norms. Availability of legal norm, mandatory power, legal norm (complete behaviour rule). Contracts and legal backgrounds, employment law.
2. Various forms of markets, concentration ratios - discussion on competition and monopoly.
3. Strategic HRM (aims and basics, recruitment, selection, workforce planning, organizational and job design, retention, layoffs) HRM information system.
4. Labour markets, wages and industrial relations, recruitment and selection, methods and practices (self-management), corporate branding.
5. Motivation and employee engagement, x y type of employees, reward management and performance: pay and benefits, forms of wages/salaries.
6. Competency-based management, learning and development: talent management and career management, skills.
7. Demand and the consumer, segmentation in consumer and organizational markets, consumer market, consumer behaviour.
8. 4P, supply chain structures and management, place choices, main aspects and methods of pricing.
9. Products and services, assortment policy, specifics and management of services, life cycle management, BCG matrix.
10. Marketing communication, models of communication, forms of advertising, channels of marketing communication.



11. Business environment, macro and micro level environment, evaluating environmental factors.
12. Businesses in a market environment, competitiveness, corporate performance, key performance indicators.
13. Business strategy, growth strategy, globalisation, mergers and acquisitions.
14. Investment and the employment of capital, static and dynamic investment evaluation techniques.
15. Costs of production, short-run cost curves in practice, revenue and profit, profit maximization under perfect competition and monopoly.

