

Economics and management

- 1) Market and market mechanism (classification of goods, supply, demand, market equilibrium, elasticities of demand and supply)
- 2) Cardinal and ordinal theory of consumer behavior (marginal values, indifference curves)
- 3) Production function in the short and in the long run (shape, marginal and average values, isoquant, isocost)
- 4) Cost function in the short and in the long run (shape, marginal and average values, explicit and implicit costs)
- 5) Market structures in the market for goods and service (perfect competition, monopolistic competition, oligopoly, monopoly), perfect and imperfect competition in the market for factors of production
- 6) Economic performance indicators (calculations of gross domestic product, gross national income,)?
- 7) Equilibrium product in the Income-Expenditure Model (consumption, investment, government spending, net exports)
- 8) Money market and model IS-LM (the functions? The role of money, monetary aggregates, restrictive or expansive fiscal and monetary policy)
- 9) Aggregate demand and supply (equilibrium, Classical and Keynesian concept)
- 10) Inflation and unemployment (categories, causes, impacts, measurement), Phillips curve, business cycle
- 11) Concept of management. Management as an activity, management as a process. Cyber management principles, systems approach. The organizational system and its decomposition, relations between subsystems. Stability and competence of subsystems.
- 12) Development of managerial concepts. Traditional management concept. Theory of bureaucracy. Scientific management. Concept of human resources. Humanistic approach. Elements of management theory in 21st century.
- 13) Management as a science discipline, management as a part of a corporate structure, management levels. Organizational and management structure.
- 14) People in the organization, types of personalities, human relations, analysis of informal relationships, indicators of their level, membership types, companies' culture.
- 15) Manager, characteristic of his profession, role, competence, management style. The content and form of managerial communication, communication skills. Principles of delegation, content and form of delegation, management capacity.
- 16) Management functions. The importance of information for the realization of individual management functions and time and content relations between them. Differences in managerial positions according to management levels.
- 17) Planning as a process, the types of plans, their goals, management by objectives. Organizations as a process, goals of organizational processes by levels.
- 18) Leadership. Ways of influencing the performance of employees, motivation, nature of the motivational mechanism, incentives, personality determinants, needs. The theory of motivation.
- 19) Controlling and its importance in the management process. Elements of control, inspection criteria, audit, principles of control activities.
- 20) Rationalization of the manager performance. Importance of time management, time analysis, classification of tasks and activities.

Recommend literature:

FRANK, R. H. *Microeconomics and Behavior*. New York: McGraw-Hill, 1991.

KOONTZ, Harold and Heinz WEIHRICH. *Essentials of Management*. New York: McGraw-Hill, 2006.

MANKIW, N.G. *Principles of Economics*, Boston: Cengage Learning, 2011.

PETER, J. P., DONNELLY, J. H. *Marketing Management: Knowledge and Skills*. New York: McGraw-Hill, 2012.

SAMUELSON, P. A., NORDHAUS, W. D. *Economics*. New York: McGraw-Hill, 2009.