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 a supply (equilibrium, Classical and Keynesian concept)
10) Inflation and unemployment (categories, causes, impacts, measurement), Phillips curve, business cycle
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: