Master Program in Management – Exam Questions

1. Macroeconomic Analysis – country, industry, global political and economic characteristics;
2. Microeconomic Analysis – company as an organization; characteristics of organization from the perspective of strategic management; strategic analysis and evaluation of the company;
3. Company condition analysis (Organizational, management, strategic thinking)
4. Company characteristics analysis (PEST, SWOT, Factor Analysis)
5. Advantages and disadvantages of franchising, evaluating opportunities
6. Driving factor or family business, function of family and relations for effective management
7. Characteristics of small business and the sources of financing (loan, financing sources, business suppliers and creditors, private investors, government)
8. Cultural differences of political economy, different political and economic systems, developing countries
9. Socio-cultural differences, using cultural differences in business and economics and their influence on working process
10. Advantages of foreign direct investment and the costs of them to the investor and the receiving country
11. The most important regional economic agreements in the world
12. Contemporary management tools of human resources
13. Analysis of labour market, demand and supply of labour
14. Selection process and strategies for selecting human resources
15. Personnel motivation and managing employee effectiveness
16. Awarding strategy and its goals
17. Discrimination and equal opportunities in the contemporary working place
18. Different approaches to job design; connection between motivation and fulfilling job responsibilities
19. Characteristics of working group and teams; dynamics of development of teams and groups and their types; using teams and groups in management
20. Business ethics and behavior in business; their essence and evaluation; the need for corporate strategy and responsibility

**Recommended Literature:**

1. Fred R. David, Forest R. David. (2015). Strategic Management: Concepts and Cases. Pearson
2. “Strategic Human Resource Management” by C. Cadwell and V. Anderson, Management Science – Theory and Applications, Nova Science Publishers, 2018
3. Robbins P.Stephen, Judge A. Timothy, Essentials of Organizational Behaviour, Pearson, 14th edition, 2018
4. Small Business Management, Launching & Growing Entrepreneurial Ventures, Justin G. Longenecker, J. William Petty, Leslie E. Palich, Carlos W. Moore, 15e, 2009
5. Hill, Charles W.L., G. Thomas M.Hult, Global Business Today, 10 th ed. Boston: Irwin McGraw- Hill, 2018