



**THEMATIC TOPICS FOR THE FINAL STATE EXAMINATION
IN THE ACADEMIC YEAR 2019/2020
FOR THE FOLLOW-UP MASTER'S DEGREE PROGRAM TAUGHT IN ENGLISH**

Economics

1. Terms and Context of Economics – Branches and Kinds of Economics, Factors of Production, Returns of Scale, Models in Economics, Market and its Elements, Formation of Price, Kinds of Competition.
2. Theory of Rational Choice – Consumer Theory, Consumer Preferences, Utility Measurement (Cardinal and Ordinal Approach)
3. Consumer Optimum – Expression of Consumer Optimum, Indifference Curves by Different Preferences and Different Incomes.
4. Forming of Demand – Price Consumption Curve, Giffen Good, Forming Demand from PCC.
5. Elasticity of Demand – Role of Elasticity, Price Elasticity, Cross Price Elasticity, Income Elasticity.
6. Production and Technology Choice – Neoclassical Theory of the Firm, Technological Constraints and Production, Short Run Production.
7. Firm Optimum – Long Run Production, Isoquant and Isocost, Firm Optimum.
8. Partial Equilibrium – Model of Partial Equilibrium, Efficiency, Edgeworth Box Diagrams
9. General Equilibrium – Possibility Production Frontier, Production Mix Efficiency, General Equilibrium.
10. Revenues and Costs – Kind of Revenues, Firm Costs, Costs Curves and Returns to Scale, Costs in Short Run and Long Run.
11. Firm Profit – Accounting and Economic Profit, Normal Profit, Formation of Profit in Various Kinds of Competition.
12. Firm in Perfect Competition (Short Run) – Conditions of Perfect Competition, Output and Supply of Firm.
13. Firm in Perfect Competition (Long Run) – Output and Supply of Firm in Long Run by Various Kinds of Costs.
14. Firm in Imperfect Competition – Characteristic of Imperfect Competition, Monopoly.
15. Firm in Imperfect Competition – Oligopoly and Monopolistic Competition.
16. Market of Production Factor – Revenues and Costs on this Type of Market, Land Market and Labour Market.
17. Market of Production Factor – Capital Market, Supply, Demand and Equilibrium on Capital Market, Returns of Capital.
18. Macroeconomics and Macroeconomic Models – History of Macroeconomics, Macroeconomic Concerns, Components of Macroeconomics, Macro-Models.
19. The Simple Keynesian Model (Two Sectors) – Characteristic, Equilibrium Income, Functions, Output-Expenditure Approach.
20. Three Sector National Income Model – Model, Functions, Output-Expenditure Approach, Equilibrium National Income.



21. Four Sector National Income Model – Model, Functions, Output-Expenditure Approach, Equilibrium National Income, Crowding-out Effect.
22. The IS-LM Model – Theoretical Assumptions, IS Curve, LM Curve, IS-LM Model.
23. Fiscal and Monetary Policy in IS-LM Model – Fiscal Policy and its Impact on Model, Monetary Policy and its Impact on Model.
24. Open Economy and Balance of Payment – Characteristic of Open Economy, International Flows of Goods and Capital, Nominal and Real Exchange Rate, Structure of Balance of Payment.
25. The IS-LM-BP Model – Mundell-Fleming Model, Model and BP Curve, Model and Exchange Rates, Fiscal and Monetary Policy in Model.
26. AS-AD Model – Characteristics of Model, Construction of AD Curve (from IS-LM Model), Construction of AS Curve, Equilibrium.
27. AS-AD Model in Short Run and Long Run – Fiscal Policy, Monetary Policy and Equilibrium in AS-AD Model.
28. Inflation and Unemployment – Inflation, Deflation and Disinflation, Measurement of Inflation, Unemployment and its Concepts, Phillips Curve.
29. Business Cycles – Determination of Growth and Business Cycles, Characteristic of Business Cycles, Indicators of Business Cycles.
30. Economic Growth – Factors of Economic Growth, Costs and Benefits of Economic Growth, Economic Growth and PPF, Economic Growth and Convergence.

Literature:

- [1] HALL, R. E. and D. H. PAPELL, 2011. *Macroeconomics: Economic Growth, Fluctuations and Policy*. New York: W. W. Norton & Company. ISBN 978-0-393-97515-4.
- [2] KRUGMAN, P. and R. WELLS, 2015. *Microeconomics*, 4th Edition. New York: Worth Publisher. ISBN 978-1464143878.
- [3] MANKIEW, N. G., 2012. *Principles of Microeconomics*, 7th ed. Stamford: Cengage Learning. ISBN 978-128516905.
- [4] MANKIEW, N. G., 2012. *Study Guide for Mankiw's Principles of Microeconomics*, 7th Edition. Stamford: Cengage Learning. ISBN 978-1285864242.
- [5] McCONNEL, C., S. BRUE and S. FLYNN, 2014. *Microeconomics: Principles, Problems, & Policies*. 20th Edition. New York: McGraw-Hill. ISBN 978-0077660819.
- [6] ROMER, D., 2012. *Advanced Macroeconomics*. 4th edition. New York: McGraw-Hill. ISBN 978-0073511375.
- [7] SNOWDON, B. and H. R. VANE, 2005. *Modern Macroeconomics*. New York: McGraw-Hill. ISBN 1-84542-208-2.



STUDY PROGRAM:	Economics and management
FIELD OF STUDY:	Business Economics and Management, specialisation Marketing and Trade

1. Economic result, contribution margin, revenues - comparison of use.
2. Modified break-even point diagram in the form of economic result dependence on revenues, operating lever.
3. Production planning, production program, capacity of production lines.
4. Productivity and economics of scale.
5. Inventory management, types of stocks in enterprises.
6. International marketing, its concept, development and concept.
7. International marketing environment, its components and specifics of business negotiation.
8. Strategic international marketing and forms of entry into foreign markets.
9. International product strategy and distribution policy.
10. International communication policy and pricing strategy.
11. Strategic management, its importance, and development, current managerial approaches.
12. Strategic analysis of the company as part of a sequential model of strategic management.
13. Company strategy, definition, and typology of company strategies.
14. Process of implementation and control of corporate strategy.
15. Innovation strategy and basic approaches to the creation of corporate innovation strategies.
16. Concept and development of managerial accounting.
17. Classification of costs and revenues in managerial accounting and their presentation.
18. Calculation as a value management tool in managerial accounting.
19. System of plans and budgets in managerial accounting.
20. Pricing decisions in managerial accounting.
21. Specifics of financial management in multinational corporations, reasons and forms of business involvement in international economic activities.
22. International financial markets and their use by multinational corporations.
23. Foreign exchange risk management, foreign exchange exposure and hedging methods.
24. Corporate governance, Anglo-American and Continental-European model.
25. Country risk, its analysis and methods of reduction.
26. Characteristics of tax harmonization process, factors influencing tax system reforms and fiscal policy instruments.
27. Importance, tools and development of direct taxes harmonization.
28. Double taxation conventions, double taxation methods, tax evasion instruments.
29. Importance, tools and phases of value added tax harmonization.
30. Importance, tools and development of excise taxes harmonization.

Literature:

- [1] ADÁMEK, P. and Ž. RYLKOVÁ, 2014. *Managerial Economics. Selected Aspects of the Business*. Karviná: OPF SU. ISBN 978-80-7248-991-6.
- [2] BHAT, M. S. and A. V. RAU, 2008. *Managerial Economics and Financial Analysis*. Hyderabad: BS Publications. ISBN 978-817-800-153-1.



- [3] BOWEN, H., HOLLANDER, A and J. M. VIAENE, 2012. *Applied international trade*. Hampshire: Palgrave Macmillan. ISBN 978-0230-52154-4.
- [4] BUTLER, K. C., 2016. *Multinational Finance: Evaluating the Opportunities, Costs, and Risks of Multinational Operations*. 6th ed. New Jersey: John Wiley & Sons. ISBN 978-1-119-21968-2.
- [5] CATEORA, P. R., M. C. GILLY and J. L. GRAHAM, 2009. *International Marketing*. Boston: McGraw-Hill ISBN 978-0-07-128838-5.
- [6] GARRISON, R. H., NOREEN, E. W. and C. P. BREWER, 2011. *Managerial Accounting*. New York: McGraw-Hill. ISBN 978-0-07-811100-6.
- [7] GOFFIN, K. and R. MITCHELL, 2016. *Innovation Management. Effective Strategy and Implementation*. 3rd ed. New York: Palgrave Macmillan International Higher Education. ISBN 978-1-137-37344-1.
- [8] JAMES, S. and CH. NOBES, 2012. *The Economics of Taxation: Principles, Policy and Practice*. 12th ed. Birmingham: Fiscal Publications. ISBN 978-1906201-19-7.
- [9] JIAMBALVO, J., 2009. *Managerial Accounting*. 4th ed. John Wiley & Sons, Inc. ISBN 978-0-470-33334-1.
- [10] MADURA, J., 2017. *International Financial Management*. 13th ed. Boston: Cengage Learning. ISBN 978-1-337-09973-8.
- [11] MILLER, A. and L. OATS, 2014. *Principles of International Taxation*. 4th ed. West Sussex: Bloomsbury Professional Ltd. ISBN 978-1780434537.
- [12] TEPPEROVÁ, J. and H. ZÍDKOVÁ, 2015. *Texts for "Taxation in the CR and EU"*. Praha: Oeconomica. ISBN 978-80-245-2107-7.
- [13] WARREN, C. S., J. M. REEVE and J. E. DUCHAC, 2014. *Managerial Accounting*. USA: Cengage Learning. ISBN 978-1-285-86880-6.