Final examination topics for students taking the final examination in the 2026/2027 academic year[1]

Bachelor's Programme in Business Administration and Management

1. The concept and main types of organizational processes; comparison of the key management characteristics of functional and process-oriented operations (Process and Quality Management)
2. The logic of standard process operation and control, the key characteristics of standard work, and the three levels of performance measurement (Process and Quality Management)
3. The role of the PDCA cycle in continuous process improvement, and the role of cause-and-effect analysis and Pareto/ABC analysis in supporting improvement actions (Process and Quality Management)
4. The Kano model, the main steps of its application, and the key managerial implications (Process and Quality Management)
5. The SERVUCTION model and its key message, Schmenner's classification of service organizations, and comparison the different categories with the main types of service processes (Process and Quality Management)
6. The current consensus on central banking and monetary policy: institutional framework and regime (Economic Policy)
7. The comparison of the main schools of economic policy (neoliberalism, welfare state, social market economy, Asian capitalism) (Economic Policy)
8. The concept of world regions and relations between them around 1000 CE (Economic History)
9. Arguments for the free market (why the free market is beneficial and for whom) according to Great Britain (Economic History)
10. Problems following the end of the First World War (the seven fundamental problems) (Economic History)
11. Money Demand and Inflation (Economics II)
12. Aggregate Demand and Aggregate Supply (Economics II)
13. Customer value-driven marketing strategy: Segmentation, Targeting, Positioning (STP) (Marketing)

[1] For students who began their studies in autumn 2023 or earlier.

14. Integrated marketing program: Marketing considerations for consumer products, Product life-cycle strategies (Marketing)
15. Analyzing the Marketing Environment (Microenvironment and Macroenvironment), Responding to the Marketing Environment (Marketing)
16. Consumer Markets (B2C): Model of Consumer Behavior, Characteristics Affecting Consumer Behavior, the Buyer Decision Process and Types of Buying Decision Behavior (Marketing)
17. Business Markets (B2B): Characteristics, Business Buyer Behavior, Participants in the Business Buying Process, the Business Buyer Decision Process (Marketing)
18. Marketing Strategy: Steps in Strategic Planning, Analyzing the Business Portfolio (BCG Growth-Share Matrix), Developing Strategies for Growth and Downsizing (Product/Market Expansion Grid), Marketing Analysis (SWOT Analysis) (Marketing)
19. Comparison of the characteristics of leaders and managers according to John P. Kotter's perspective; management process and the interrelationships among the management functions (Management I)
20. Herzberg's two-factor theory and its practical implications for maintaining motivated workplace behaviour (Management I)
21. The concept of training and development; comparison and modern approaches to internal and external, as well as on-the-job and off-the-job methods (Management II)
22. The concept, main forms, and participants of performance management, and methods of performance appraisal (Management II)
23. The content of the statement of financial position and the concept of the accounting equation (Accounting I)
24. The structure of the statement of cash flows, how the statement of cash flows is related to the statement of financial position (Accounting I)
25. Comparison of manufacturing, merchandising, and service businesses specifically from an inventory perspective; Brief explanation of the flow of manufacturing costs (raw materials, work-in-progress, finished goods) into the Cost of Goods Sold (Accounting II)
26. The key differences in subsequent measurement models for Property, Plant, and Equipment (IAS 16) versus Investment Property (IAS 40) (Accounting II)
27. The criteria for recognizing an internally generated intangible asset (IAS 38), differences between the research phase and the development phase (Accounting II)

28. Provisions and contingent liabilities under IAS 37: recognition criteria, balance sheet treatment, and practical business examples (Accounting II)
29. Income, revenue, and gains: key distinctions, the core principle of revenue recognition under IFRS 15, and practical business examples (Accounting II)
30. Distributive and integrative negotiation strategies: their definition, key characteristics, conditions for application and a comparison (Negotiation)
31. The concepts of negotiation power and BATNA, and the relationship between them. The reservation price, the first offer price and the ZOPA (Zone of Possible Agreement) (Negotiation)
32. The notion of legal relationships (its subject, object, content, absolute/relative rights, with examples) (Business Law I-II)
33. The notion of contract, the legal process of concluding a contract (Business Law I-II)
34. Fundamental rules of (proper) performing of a contract (Business Law I-II)
35. Scales of measurement and the measures of central tendency and variation applicable at different levels of measurement (Business Statistics I-II.)
36. Purpose and general framework for testing hypothesis, erroneous conclusions: type I and type II errors (Business Statistics I-II)
37. Correlation and regression coefficient, coefficient of determination. Assessing the strength of the relationship between two qualitative variables and between a qualitative variable used to form the groups and a quantitative variable (Business Statistics I-II)
38. Differences between corporate social responsibility (CSR) and creating shared value (CSV), illustrated with relevant examples (Corporate Environmental Management Systems)
39. The purpose of life cycle assessment (LCA), its environmental impact categories, and the use of LCA results by companies (Corporate Environmental Management Systems)
40. The main dimensions of corporate environmental and sustainability performance, the importance of their joint assessment, and the extent to which this is achieved in practice (Corporate Environmental Management Systems)
41. The development of an entrepreneurial idea into a viable business opportunity and a workable business model, including the role of the value proposition, the business model, and the validation of entrepreneurial assumptions (Corporate Management Systems)
42. The alignment of expected demand with available resources in company operations, including the role of forecasting, capacity management, and inventory management (Corporate Management Systems)

43. The role of project management and the project manager in achieving project success, the main dimensions of project success, and the differences between predictive and agile project management (Corporate Management Systems)
44. Present value calculation and net present value (NPV) (Corporate Finance I)
45. Internal rate of return (IRR) and other investment criteria (Corporate Finance I)
46. Diversification (Corporate Finance II)
47. CAPM and the Security Market Line (Corporate Finance II)
48. Cost of capital and weighted average cost of capital (WACC) (Corporate Finance II)
49. Capital structure policy and the Modigliani-Miller propositions (Corporate Finance II)
50. Forms of dividend payout and dividend policy (Corporate Finance II)
51. The sources of strategic advantages and Porter's generic strategies (Leadership and organisational studies)
52. The external environment and its main levels, including analysis using PESTEL, Porter’s Five Forces, and integration into SWOT analysis (Leadership and organisational studies)
53. The internal environment, including resources, capabilities, core competencies, and distinctive competencies, and their analysis using the VRIO framework and integration into SWOT analysis (Leadership and organisational studies)
54. Leader–member exchange theory (LMX), high-quality and low-quality LMX relationships, and the model of developing in-group relationships (Leadership and organisational studies)
55. Behavioral attributes and qualities of charismatic leaders, the locus and effects of charismatic leadership, and socialized versus self-serving charismatic leaders (Leadership and organisational studies)
56. Differences between the roles of management accounting and financial accounting (Management Accounting)
57. The concept of cost assignment and the classification of expenses according to their cost behaviour (Management Accounting)
58. The framework of the budgeting process, including strategic planning, budgeting, and control (Management Accounting)
59. The distinction between direct and indirect costs (Management Accounting)
60. The calculation of unit product cost under process costing (Management Accounting)