

## Topic Areas – expected knowledge for continuation in master’s study

**Economics** - from the point of view of Microeconomics, they are aware of the relationships between individual market entities - households, individuals, and firms and the state, demand and supply in their particular forms. From the point of view of Macroeconomics, knowledge of trends and mutual relations of aggregate quantities.

- CASE, Karl E.; FAIR, Ray C.; OSTER, Sharon M. *Principles of Economics, Global Edition*. Twelfth edition. Boston: Pearson. 2017. ISBN 978-1-292-15256-1
- 

**Accounting** - the basics of double-entry bookkeeping and its position in the system of economic information, the understanding of the content and the information capabilities of the data contained in the financial statements as an image of the financial situation and the performance of the companies.

- LAMBERT, Joan and Frye CURTIS: *Microsoft Office 2016 Step by Step*. 1st Edition. Microsoft Press. 2015, 592 s. ISBN 978-8120352049
  - POATSY Mary Anne et al. *Exploring Microsoft Office Excel 2016 Comprehensive*. 1st Edition. Pearson, 2016, 848 s. ISBN 978-0134479446 CONNER
  - COX Joyce, LAMBERT Joan and Curtis D. ERYE. *Microsoft® Office Home & Student 2010. Step by Step*. 1 st. ed. Microsoft Press. 2010. 674 p. ISBN 978-0735627215 , 2014. 231p. ISBN 978-80-245-2040-7.
- 

**Management** - knowledge based on management, managerial functions (planning, organization, management, leadership, motivation, budgeting, control, communication - all using modern technologies), balanced leadership approaches, time management, project and process management concepts.

- ROBBINS, Stephan P. a Mary Kaye COULTER. *Management*. 13th edition. London: Pearson Education Limited, 2016. 717 p. ISBN 978-1-292-09020-7.
  - GOETSCH, David L and Stanley DAVIS. *Quality Management for Organizational Excellence Pearson New International Edition : Introduction to Total Quality*. 7. ed. Harlow: Pearson, 2014. 467 p. ISBN: 978-1-2920-2233-8.
  - KIMALL, David. *Cases in human resource management: David Kimball*. 1.st edition. Los Angeles: SAGE, 2017. 85 p. ISBN -7261-440-0.
-

**Business management** - knowledge of the basic processes of business management, roles of owners and managers of companies, creation of medium-term strategies, essence of operational management processes in marketing, business, quality, finance, controlling etc.

- HAVLÍČEK, Karel. *Small business: management & controlling*. Kyjev: Unyversitet Ukrajina, 2014. 177 s. ISBN 978-966-388-494-3.
- CAMPBELL, G Michael. *Idiot's Guides: Project Management*. Sixth edition. Indianapolis: Alpha, 2014. eBook Collection ISBN 9781615644421.
- DAVID, Fred R. a Forest R DAVID. *Strategic management: concepts and cases : a competitive advantage approach*. Sixteenth edition; Global edition. Boston: Pearson Education Limited. 2017. eBook. ISBN 978-1-292-14849-6.
- HANIFF, Amos and Mohames SALAMA. *Project Management*. Oxford: Goodfellow Publishers Ltd. 2016. eBook. ISBN 9781911396055.

---

**Business Finance** - the principle of corporate finance and its roles in business, related to the processes that take place in the company and which fulfill the basic purpose of its business.

- Stanley B. BLOCK, PLANNING, Geoffrey A. HIRT Sr VP Strategy & and DANIELSEN, Bartley, *Foundations of Financial Management*. 16 edition. New York, NY: McGraw-Hill Education. 2016. ISBN 978-1-259-27716-0.
- BRIGHAM, Eugene F. and EHRHARDT, Michael C. *Financial Management: Theory & Practice*. 14 edition. Australia: South-Western College Pub. 2013. ISBN 978-1-111-97220-2.
- WELCH, Ivo. *Corporate finance*. 4th ed. United States: Ivo Welch, 2016. ISBN 978-0-9840049-2-8.

---

**International Business Relations** - basic terms, subject, history and current world structure of foreign trade, process of world and European integration, problems in the world economy etc.

- CAUUSGIL, S.Tamer. *International Business: The New Realities, Global Edition*. 4th ed. United Kindom: Pearson. 2016. 552 p. eBook. ISBN 9781292152837.
- COLLINSON, Simon, RAJNEESH Narula and Alan M. RUGMAN. *International business enterprises*. 7th ed. United Kingdom: Pearson. 2016. 792p. eBook ISBN 97981292064390.

**Human Resources Management** - fundamentals of human resource management and understanding of the core processes of this managerial function, from simple administrative processes to strategic personnel management.

- ARMSTRONG, Michael. *Armstrong`s Handbook of Human Resource Management Practice: Building Sustainable Organizational Performance Improvement*. 14<sup>th</sup> edition. UK: Ashford Colour Press Ltd., 2017. 776 p. ISBN 978-0749474119.
- ARVINEN – MUONDO, Raisa and Stephen PERKINS. *Organizational Behaviour: People, Process, Work and Human Resource Management*. 1<sup>st</sup> edition. UK and USA: Kogan Page Ltd., 2013. 352 p. ISBN 978-0-07-8112716-8.

---

**Business model** - knowledge of the integrated business plan structure.

- EKANEM, Ignatius. *Writing a Business Plan: A Practical Guide*. SI: Routledge. 2017. ebook. ISBN 9781315465791.
- KARADAG, Hande. *Strategic financial management for small and medium sized companies*. Bingley: Emerald, 2015. 251 p. ISBN 978-1-78560-775-2 – 79X.
- STEENKAMP, Jan-Benedict E. M. *Global Brand Strategy: World-wise Marketing in the Age of Branding*. London: Palgrave Macmillan, 2017. 319 p. ISBN 9781349949939.

Prague, 18th February, 2019

Ing. Naděžda Petrů, Ph.D.

Head of Business Management Department