

Topics of State Doctoral Examination – Business Economics and Management valid from January 1st 2013

Business Economics

1. Subjects, methods and history of enterprise and business administration. Development in Europe and in the world. Specify main conclusions in relationship on your doctoral thesis.
2. Competitiveness, knowledge and innovations of small and medium enterprises, eventually show the relationship on your doctoral thesis.
3. Organizing and organization planning, modern directions which take care on origin of paradigm of competition (stake on innovations and motivation). Personal Factor, its effectiveness, satisfaction and flexibility. Show reflection in your doctoral thesis.
4. Fusion and acquisition as a strategy of growth of business. Advantages and disadvantages, fruitfulness. Reaction of price of shares in case of realization of this strategy. Practical actual approaches in conclusion with your doctoral thesis.
5. Risk analyses in financial planning: Approaches, methods, procedures. Content reflection in doctoral thesis.
6. Corporate governance and value of the business, essential factors of its raising. Eventually analyze key factors in your doctoral thesis
7. Optimization of business processes in term of one or more factors. Options of solving well or bad structured problems. Eventually specify main conclusions in relationship on your doctoral thesis.
8. Benchmarking and set of business functions for its application. Tools of benchmarking, background, eventual limited validity of benchmarking analyses. Actual status and possibilities of solutions in relationship on your doctoral thesis.
9. Economical analyses of business performance – strategical, tactical and operational level. Quantitative and qualitative aspect of analyses, foundation, advantages and disadvantages. Signification in solution of problems in relationship on your doctoral thesis.
10. Business financing, investment planning, internal and external financial sources. Financial optimization tools. Business informational system and business reporting. Relevant research area in relationship on your doctoral thesis.

Literature:

- DAMODARAN, A. Strategic Risk Taking. A Framework for Risk Management. Upper Saddle River, Wharton School Publishing, 2008.
- FRIDSON, M. S. — CLAYMAN, M. R. — TROUGHTON, G. H. Corporate finance : apractical approach. Hoboken, John Wiley 2008.
- MUN, J. Modeling Risk: Applying Monte Carlo Simulation, Real Options Analysis, Forecasting, and Optimization Techniques. Wiley, 2006.
- VOSE, D. Risk analysis: a quantitative guide. Wiley, 2008.

Marketing

1. Modern marketing trends. Their reflection in PhD thesis.
2. The discussion of marketing mix design. The modification of marketing mix at the point of view PhD thesis.
3. Marketing management, its phases, marketing planning, marketing strategies. Implications resulting from PhD thesis.
4. Marketing situational analysis, structure, methods, outputs. Marketing environment areas elaborated in PhD thesis.
5. The possibilities of quantitative marketing research. Exploitation of quantitative research methods in PhD thesis.
6. Qualitative marketing research, importance, process, methods. Evaluation of qualitative research possibilities as for reaching the PhD thesis goals.
7. Brand building. Brand image in PhD thesis perspective.
8. Consumer behavior in marketing approach, models, predispositions.
9. Buying decision process of consumers. Specifics of buying decision process of consumers in PhD thesis area.
10. Marketing information, information systems, database marketing. Information sources of PhD thesis.

Literature:

- Philip Kotler , Kevin Keller, Marketing Management, Prentice Hall; 14th Edition, 2011, ISBN-10: 0132102927
- Kevin Lane Keller, Strategic Brand Management, Prentice Hall; 3 edition, 2007 ISBN-10: 9780131888593
- Leon Schiffman, Leslie Kanuk , Consumer Behavior Prentice Hall; 10 edition, 2009, ISBN-10: 0135053013
- Malcolm McDonald, Ian Dunbar Market Segmentation: How to do it, how to profit from it Butterworth-Heinemann, 2004, ISBN-10: 9780750659819
- William M. Pride, O. C. Ferrell, Marketing , South-Western College Pub; 15 edition, 2008, ISBN-10: 0547167474

Management

1. Management and social changes – from industrial society to knowledge society, characteristics of knowledge society, creative industry, possible relation to doctoral thesis.
2. Business environment – globalization, instability, effects of the crisis – consequences for today's systems of management, possible relation to doctoral thesis.
3. Business welfare – sources of welfare: customers, products, process, development potential, possible relation to doctoral thesis.
4. Business welfare – traditional and modern managerial approach to productivity measuring (customers, products, process), possible relation to doctoral thesis.
5. Changes in operating management – Toyota Production System – TPS, Lean Production, production systems Pull a Push, kanban, kaizen, just in time etc., possible relation to doctoral thesis.
6. Management in permanently changing environment – change conception, change management, risk management, approach to constant development, reengineering, crisis management, possible relation to doctoral thesis.
7. The role of a manager in conditions of information and communication system development – Information systems for top management, possible relation to doctoral thesis.
8. Current approaches to management (CRM, BSC, Six Sigma, theory of limitation, outsourcing) just a trend wave or evident choice? possible relation to doctoral thesis.
9. Business administration – specifics, current approach, different specifics in business and non-profit sector, possible relation to doctoral thesis.
10. Responsibility of a manager and an organization – legislative vs moral aspects of responsibility for a manager and an organization (ethical behaviour, social responsibility, shared values), possible relation to doctoral thesis.

Literature:

- HAMEL, G. The Future of Management, Harvard Business School Publishing, Hardcover: 288 pages, Publisher: Harvard Business School Press; 1 edition (September 10, 2007), Language: English, ISBN-10: 1422102505, ISBN-13: 978-1422102503
- GIBSON, R. Rethinking the Future, Paperback: 288 pages, publisher: Nicholas Brealey Publishing (October 27, 1998), Language: English, ISBN-10: 1857881087, ISBN-13: 978-1857881080
- LIKER, J. The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer, Hardcover: 330 pages, Publisher: McGraw-Hill; 1 edition (December 17, 2003), Language: English, ISBN-10: 0071392319, ISBN-13: 978-0071392310
- GOLDRATT, E. Necessary but Not Sufficient: A Theory of Constraints Business Novel, Paperback: 240 pages, Publisher: Gower Pub Co (August 2001), Language: English, ISBN-10: 0566084503, ISBN-13: 978-0566084508
- KOTTER, J. P. Leading Change, Hardcover: 208 pages, Publisher: Harvard Business Review Press; 1st edition (January 15, 1996), Language: English, ISBN-10: 0875847471, ISBN-13: 978-0875847474
- STORBACKA, K., LEHTINEN, J. R. Customer Relationship Management, Hardcover: 176 pages, Publisher: McGraw-Hill Companies; 1st edition (December 15, 2001), Language: English, ISBN-10: 0071188614, ISBN-13: 978-0071188616