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

Business Economics

2. Competitiveness, knowledge and innovations of small and medium enterprises, eventually show the relationship on your 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.

Literature:
Marketing

2. The discussion of marketing mix design. The modification of marketing mix at the point of view PhD thesis.
6. Qualitative marketing research, importance, process, methods. Evaluation of qualitative research possibilities as for reaching the PhD thesis goals.
8. Consumer behavior in marketing approach, models, predispositions.

Literature:
Management

1. Management and social changes – from industrial society to knowledge society, characteristics of knowledge society, creative industry, 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.
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: