**DIFFERENTIAL TEST CIRCUITS**

**for the Master's degree**

**in the admission procedure for the academic year 2024/2025**

**MARKETING**

Marketing, as a theoretical and practical discipline, its reasons for emergence, definitions, and marketing concepts. The content and essence of marketing, needs, desires, demand, products, exchange, and transaction. Marketing environment - macroenvironment and microenvironment of the enterprise. SWOT analysis. Marketing information system and its components. Marketing research and segmentation of marketing research. Consumer buying behavior and factors influencing consumer behavior. Marketing mix in the classical concept "4Ps," modern and specific models of the marketing mix. The "4C" model in relation to the "4P" model. Product and product policy, product levels, product life cycle, shortening, and extending the product life cycle. Price and pricing policy in marketing, pricing adjustments, and price differentiation. Modern methods of price formation in marketing. Marketing communication policy, communication process, and communication mix. Advertising - goals and forms of advertising. Public relations – main tools of public relations. Sales promotion, basic techniques, and forms of sales promotion. Personal selling and sales management. Direct marketing and sponsorship. Event marketing and guerrilla marketing. E-marketing and its forms. Marketing distribution policy - types and functions of distribution. Services marketing and specific characteristics of services, marketing mix of services. Educational marketing and marketing for non-profit organizations. Marketing management and marketing planning. Basic specifics and concepts of international marketing. Ethics and ethical code in marketing.

**MACROECONOMICS**

Market formation and market mechanism. Aggregate supply, aggregate demand and economic equilibrium. Macroeconomic variables such as product and income, measurement and modifications and the importance of their knowledge. Savings, consumption and investments - functions, the principle of the investment multiplier. Economic growth and economic cycles (theories and models of economic growth, economic cycle phases, characteristics). Money and the monetary sector in macroeconomics. Inflation - characteristics, reasons for its occurrence, types, importance of knowledge and characteristics of the current macro environment. The labor market and unemployment, characteristics, reasons for their occurrence, forms of unemployment and the Phillips curve. Balance of payments and state budget. Fiscal policy, monetary policy, types, subjects and objects, tools and their effectiveness.

**MICROECONOMICS**

Conditions of market formation and basic elements of the market, individual supply and individual demand, factors, elasticity. Consumer behavior (utility theory, utility and other indicators, demand formation, indifference curve analysis). Theory of production, costs, incomes and profit of the company – basic, average and marginal indicators, isoquant, isocost, practical importance of knowledge. The point of closing the company in a short period. The condition of the company's equilibrium in the long term - the turning point (Break Even Point). Firm supply and market equilibrium in perfect and imperfect competition (consumer surplus, producer surplus, cobweb theorem, monopoly, oligopoly, monopolistic competition - characteristics and significance of knowledge for the present).

**BUSINESS ECONOMICS**

Enterprise - definition, typology. Environment of the company - microenvironment, macroenvironment, global environment of the company. Entrepreneurship – definition of the term, definition of an entrepreneur under the conditions of the Slovak Republic. Types of entrepreneurs, business styles. The life cycle of a company - establishment, growth, stabilization, crisis, termination. Doing business in the conditions of the Slovak Republic - basic conditions of establishment, characteristics, advantages, and disadvantages: enterprise, liberal profession, general trading company, limited partnership, simple joint-stock company, limited company, limited-liability company, cooperative society. Work and workforce. G. Wöhe and his work motivation factors. Working time vs. flexible working time. Innovative work modes – home-office and telework, part-time work, shared workplace, project employment. Wages - basic and additional forms of wages. Company assets - long-term, short-term, current. Prices and pricing policy – manufacturing company, service companies.

**Finance and Currency**

Economic nature of finance and currency - financial operations. Objective and subjective side of finance. Financial system: B-system, M-system, functions. Currency, monetary aggregates, and monetary systems. Eurosystem and monetary union (EMU). Banks, banking system and banking finance. Credit form of obtaining financial resources. Categories of financial decision-making - time value of money, methods of calculating the present and future value of money. Basic indicators of the interest rate. Basics of public finances - budgetary system, state budget. International finance – importance of international financial institutions. Financial market - characteristics, functions, division. Insurance and insurance products. Management of personal finances - mortgage market products to secure housing.

**CORPORATE FINANCE**

Corporate finance - definition, development, characteristics, goals, company environment. Earnings management. Cash management. Four-balance system of financial statements. Company structure - property, financial, capital. Analysis of the fund of the financial resources - balance sheet rules. Indifferent capital structure - graphical and numerical analysis of the indifference point. Fundraising the company´s capital from internal resources. Fundraising the company´s capital from external resources. Fundraising the company´s capital in joint stock companies. Stock - characteristic, classification, value. Risk capital - classification, market entities. Crowdfunding. External resources of business financing. Methods of evaluation the investment efficiency - division, interpretation, calculation. Risk, investor triangle, investing. Dividing investments.

**FINANCIAL-ECONOMIC ANALYSIS**

Financial-economic analysis - genesis, subject, users, goals, methods, approaches. Financial ratios - development, division, position. Ex-post financial analysis - analysis of liquidity, activity, indebtedness, profitability, market value. Interrelationships between ratio indicators. Company performance and construction of efficiency indicators. Links between indicators. Methods of quantifying the impact of determining factors - method of chain substitution, logarithmic, functional, integral. System of financial indicators - matrix, pyramid, parallel, economic normal. Du Pont model. Model INFA. Financial models for forecasting the company's financial situation - creditworthy, bankrupt. Advantages and disadvantages of prediction models. Evaluation of businesses in space - one-dimensional, multi-dimensional. Spider analysis - procedure. Analysis of modern methods of business performance evaluation. Economic value added - calculation, pyramid decomposition. Comparison of Accounting, Economic and Market Performance Indicators.

**Management**

Management - definitions, functions, development, directions, tendencies. Manager - managerial roles and skills. Planning - essence and tasks; planning process; types of plans and starting points for creating plans. Ways of planning. Organizing and organization - concept, purpose and mission; procedures for creating an organization; content of organizing; characteristics of basic types of organizational structures. Decision-making - decision-making process and related basic terms; typology of the decision-making process, decision-making styles, phases of the decision-making process and choice of alternatives. Leadership - basic terms, definition; management conditions; leadership styles; characteristics of leaders; leadership theories; management function in the time process, time management techniques. Conflicts and their resolution. Delegation. Interpersonal relations in the workplace; relational behavior, cooperation and conflict resolution. Motivation and stimulation - theories of needs (Maslow, Aldorfer), Herzberg's two-factor theory, McClelland's theory of success. Control - purpose and process of control, control stages; control with feedback. Perspectives and directions of management development.

**HUMAN RESOURCES MANAGEMENT**

General characteristics, goals, tasks, human resources management entities (definition of the concept, goals, tasks and entities of HRM, competences of HR professionals, HRM practices, new possibilities and challenges in HRM). Human resources management strategy (creating process and components of HRM strategy). Job analysis (job analysis process, sources and methods of information, job analysis outputs). Recruitment process (conditions and sources of recruiting employees, required documentation, methods and procedures for selecting employees, types of interviews, hiring employees. Adaptation of employees (types of adaptation, subjective and objective factors affecting adaptation). Education of employees (types, forms and methods of education ), Career and personal development of employees (career directions, types of career anchors, structure of work career). Remuneration of employees (basic terms of remuneration, components of individual salary). Mobility and placement of employees. Evaluation of employees (meaning, types of evaluation, problems in evaluation). Personnel information system (definition, advantages and disadvantages, privacy), Labor legal relations (types of relations, participants and forms of participation, collective agreement, collective disputes) Corporate social policy and employee care

in HRM.