

ADMISSION PROCEEDINGS 2024/2025

Test of knowledge from chosen study program with respect to the topic of dissertation theses

STUDY PROGRAMME ECONOMICS

Microeconomics

Macroeconomics International

Economics Fiscal and Monetary

Policies

Outline of theses:

A. Theme and subject

Here there is expected a brief summary of what is already known about the topic, that means what new knowledge the dissertation should bring.

B. Structure

1. Objective and results - it is not necessary to state the goal in one sentence, but in a concise and unambiguous way.
2. Structure of work
3. Applied methods and methodical procedures
4. Structured list of literature

Literature

BURDA, Michael and Charles WYPLOSZ. Macroeconomics – A European Text. 8th ed. London: Pearson, 2020. 576 p. ISBN 978-1291476.

DORNBUSCH, Rudiger, Stanley FISCHER and Richard STARTZ. Macroeconomics. 13th ed. New York: McGraw-Hill Education, 2017. 640 p. ISBN 978-1259253409.

FRANK, Robert H. Microeconomics and Behavior. 10th ed. New York: McGraw-Hill Education, 2020. 640 p. ISBN 978-1259394034.

KRUGMAN, Paul and Robin WELLS. Microeconomics. 6th ed. New York: Worth Publishers, 2020. 688 p. ISBN 978-1319245283.

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STUDY PROGRAMME ECONOMY AND MANAGEMENT

Business Administration

Forms of business, basic processes in company, departmental structure of company, proprietorial and capital structure of company, measures for company activities evaluation, competitive factors in business, business strategy.

Literature

BARRINGER, Bruce R. a R. Duane IRELAND. *Entrepreneurship: successfully launching new ventures*. 6th ed. Harlow: Pearson, 2019. ISBN 978-1-292-25533-0.

GREENE, Francis J. *Entrepreneurship: theory and practice*. London: Red Globe Press, 2020. ISBN 978-1-137-58955-2.

HIRSCHEY, Mark, Eric BENTZEN a Carsten SHEIBYE. *Managerial economics*. 15th ed. Andover: Cengage, 2019. ISBN 978-1-4737-5835-3.

KURATKO, Donald F. *Entrepreneurship: theory, process, practice*. 10th ed.. Boston: Cengage Learning, 2017. ISBN 978-1-305-57624-7.

Marketing

Consumer behaviour. Consumer activities and consumer reactions. Consumer behaviour models. Factors influencing consumer behaviour. Customer satisfaction. Customer satisfaction measurement. Segmentation of B2C customers. Segmentation criteria. Segmentation process. Targeting and positioning. Marketing research. Typology of marketing research. Methods and techniques of quantitative and qualitative research. Techniques of sampling. Quantitative methods of data analysis.

Literature

HOYER W., MACINNIS, D. J., PIETERS, R., CHAN, E. and G. NORTHEY. *Consumer Behaviour*, 2nd ed. Cengage Australia, 2020. ISBN-10: 0170439976. ISBN-13: 9780170439978.

MALHOTRA, N. K. *Marketing Research: An Applied Orientation* 7th ed. New York: Pearson, 2019. ISBN 9780134734842.

OLIVER, Richard L. *Satisfaction: a Behavioral Perspective on the Consumer*. 2nd ed. London: Routledge, 2015. ISBN 978-0-7656-1770-5.

SOLOMON, Michael R. et al. *Consumer Behavior: a European Perspective*. 7th ed. Harlow: Pearson, 2019. ISBN 978-1-292-24542-3.

Management

Basic types of strategy according to Porter. Elements, characters, and artifacts of organizational culture, and their interpretation. The institutionalization instruments of business ethics and CSR principles in the management of the organization. Leadership. Education and development of employees (cycle, methods). Trends in personnel management (Talent management, Generation Y and Z, diversity management, age management). Detecting an organization's crisis threat (procedure, methods, matrix).

Literature

NOE, Raymond, John HOLLENBECK, Barry GERHART a Patrick WRIGHT. *Human Resource Management. Gaining a Competitive Advantage*. New York: McGraw-Hill, 2021. ISBN 978-1260570748.

THOMPSON, Clive a Paul HOPKIN. *Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Enterprise Risk Management*. 6th ed. New York: Kogan Page, 2021. ISBN 978-13-9860-286-1.

TREVINO, Linda. *Managing Business Ethics: Straight Talk about How to Do It Right*. New Jersey: Wiley, 2021. ISBN 978-1-119-71101-8.

Tax incidence

Principles of Taxation. Definition of tax incidence. Tax principles. Tax burden.

Definition of direct taxes. Definition of personal income tax, corporate income tax and property taxes.

Social security contributions.

Definition of indirect taxes and its classification. General consumption taxes. Value added tax. Definition of selective consumption taxes (excise duties). Types of excise duties.

Tax burden of residents: Tax quota, partial tax quotas, implicit tax rates.

Tax politics in the European Union. Tools and actors of EU tax policy. The fundamental tax legislation of the Czech Republic and the European Union.

Accounting

Definition, nature and importance of financial accounting.

Conceptual framework of financial accounting according to the IFRS. Problematics of selected International Financial Reporting Standards in comparison with current national accounting regulations.

The explanatory power of Financial Statements, preparation, structure and components of a large business corporation. Consolidated Financial Statements, preparation, structure and components in terms of consolidated and consolidating accounting entity. Auditor's verification of the final and consolidated financial statements and the annual report - problematic areas.

Definition of long-term assets. The essence and types of leasing. Valuation of assets and liabilities.

Mergers and splitting of capital companies.

Change of a legal form.

General definition of managerial and internal accounting.

The fundamental accounting legislation of the Czech Republic and the European Union.

Literature

AKSOY, Tamer and Ümit HACIOĞLU. *Auditing Ecosystem and Strategic Accounting in the Digital Era: Global Approaches and New Opportunities*. Cham: Springer, 2021. ISBN 978-3-030-72627-0.

ALIBHAI, Salim et al. *Wiley Interpretation and Application of IFRS Standards 2021*. Hoboken: John Wiley & Sons, 2021. ISBN 978-1-119-81863-2.

DYCZKOWSKA, Joanna (ed.). *Accounting and Business in a Sustainable Post-covid World: New Perspectives and Challenges*. Wrocław: Publishing House of Wrocław University of Economics and Business, 2022. ISBN 978-83-7695-996-2.

SHOME, Parthasarath. *Taxation History, Theory, Law and Administration*. Cham: Springer, 2021. ISBN 978-3-030-68213-2.

Commercial companies and their status within the system of civil law and EU-law

Commercial companies. Law of commercial corporations. Internal and external relations of commercial companies. Bodies of commercial companies. Legal status of a member of an elected body of a commercial company, due diligence and consequences of its non-observance. Regulation of the corporation from the creditor's point of view. Securities in relation to a corporation. Insolvency law, competition law. Criminal liability of legal persons. European forms of business corporations. EU law and its impact on the national regulation of corporations.

Literature

Act (Czech Republic) No 90/2012 Col, Commercial Companies and Cooperatives (Business Corporations Act).

Act (Czech Republic) No 89/2012 Col, the Civil Code.

English translation available from: <http://obcanskyzakonik.justice.cz/index.php/home/zakony-a-stanoviska/preklady/english>

BEJČEK, Josef, Robert NERUDA, Michal PETR a David RAUS. *Competition Law in the Czech Republic*. Netherlands: Kluwer Law International, 2015. ISBN 978-90-411-5879-6.

BEĚLOHLÁVEK, Alexander J. *EU and international insolvency proceedings: Regulation (EU) 2015/848 on*

insolvency proceedings. Commentary. Vol. I., II. 1st edition. The Hague: Lex Lata, 2020. cclxxi + 1887 p. ISBN 978-90-829824-3-5.

JANKŮ, Martin. EU business law: learning text. Praha: Vysoká škola finanční a správní, 2019. ISBN 978-80-7408-186-6.

Outline of theses:

A. Theme and subject

Here there is expected a brief summary of what is already known about the topic, that means what new knowledge the dissertation should bring.

B. Structure

1. Objective and results - it is not necessary to state the goal in one sentence, but in a concise and unambiguous way.
2. Structure of work
3. Applied methods and methodical procedures
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STUDY PROGRAMME FINANCE

Principles of Financial Decision-Making

Corporate Finance

Financial Markets

Banking and Insurance

International Finance

Outline of theses:

A. Theme and subject

Here there is expected a brief summary of what is already known about the topic, that means what new knowledge the dissertation should bring.

B. Structure

1. Objective and results - it is not necessary to state the goal in one sentence, but in a concise and unambiguous way.
2. Structure of work
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4. Structured list of literature

Literature

BUTLER, Kirt. *Multinational Finance: Evaluating the Opportunities, Costs, and Risks of Multinational Operations*. 6th ed. New Jersey: Wiley, 2016.

ELTON, E. J. and M. J. GRUBER. *Modern Portfolio Theory and Investments Analysis*. 8th ed. New York: John Wiley & Sons, 2009.

HITCHNER, J. H. *Financial Valuation: Applications and Models*. 4th ed. Wiley, 2017. MISHKIN, F. S., EAKINS, S. G. *Financial markets and institutions*. 8th ed. Boston: Pearson, 2016.

RESTI, A. and A. SIRONI. *Risk Management and Shareholders' Value in Banking: From Risk Measurement Models to Capital Allocation Policies*. New York: Wiley, 2007.

ADMISSION PROCEEDINGS 2024/2025

Test of knowledge from chosen study program with respect to the topic of dissertation theses

4-YEAR STUDY PROGRAMME IN SYSTEMS ENGINEERING AND INFORMATICS

Frameworks for entrance exam:

Information and Knowledge Systems and Business Intelligence

Literature

ALONSO, Jose Maria, CASTIELLO, Ciro, MAGDALENA, Luis, MENCAR, Corrado. *Explainable Fuzzy Systems - Paving the Way from Interpretable Fuzzy Systems to Explainable AI Systems*. Cham: Springer, 2021. ISBN: 978-3-030-71100-9.

BOTHE, Ondřej, KUBERA, Ondřej, BEDNÁŘ, David, POTANČOK, Martin, NOVOTNÝ, Ota. *Data analytics initiatives managing analytics for success* [online]. 1st ed. USA: CRC Press Taylor & Francis Group, 2022. 164 s. ISBN 978-1-032-30240-9. eISBN 978-1-003-30408-1. DOI: 10.1201/9781003304081. Dostupné také z: <https://www.successinanalytics.com/>.

HAAG, Stephen a Maeve CUMMINGS. *Management Information Systems for the Information Age*, 8. vyd. New York: McGraw-Hill, 2010. ISBN 978-0-07-337678-3.

LUGER, George. F. *Artificial Intelligence*. Sixth Edition. Boston: Pearson Education, Inc., 2009. ISBN 978-0132090018.

MOLOI, Tankiso and Tshilidzi MARWALA. *Artificial intelligence in economics and finance theories*. Cham, Switzerland: Springer, 2021. ISBN 9783030429645.

VAISMAN, Alejandro, ZIMÁNYI, Esteban. *Data Warehouse Systems*. Berlin Heidelberg: Springer, 2022. ISBN 978-3-662-65167-4.

Quantitative methods for decision making (optimization methods, statistical and econometric methods, multicriteria decision-making methods)

Literature

AGRESTI, A. *Statistical methods for the social sciences*. Boston: Pearson, 2018. ISBN 978-0-134507-10-1.

GUJARATI, Damodar N., Dawn C. PORTER and Manoranjan PAL. *Basic Econometrics*. 6th ed. Special Indian ed. India: McGraw-Hill Education, 2021. ISBN 9789390219292

TAHA, H. A. *Operations Research*. 10th ed. Harlow, United Kingdom: Pearson Education Limited, 2017. ISBN 9781292165561.

TRIANAPHYLLOU, E. *Multi-Criteria Decision Making Methods: A comparative study*. Kluwer: Academic Publishers, 2000. ISBN 0-7923-6607-7.

System management (project management, strategic management, organizational design)

Literature

GRAEME, Martin. *Managing People and Organizations in Changing contexts*. Netherlands: Elsevier Ltd., 2006. 425 s. ISBN-13: 978-0-7506-8000-4.

GRIFFIN Ricky W., Jean PHILLIPS and Stanley Morris GULLY. 2020. *Organizational Behavior: Managing People and Organizations*. 13th ed. Boston MA: Cengage. ISBN 9780357042502.

Project Management Institute. *A Guide to the Project Management Body of Knowledge (PMBOK)*, 2013. ISBN 978-1935589679.

Outline of thesis:

A. Topic and subject

A brief summary of what is already known on the topic is expected. This means what new knowledge the dissertation should bring.

B. *Structure*

1. Objective/Goal and results - it is not necessary to state the objective/goal in one sentence, but in a concise and unambiguous way.

2. Work structure

3. Applied/Used methods and methodical procedures

4. Structured list of literature