

Economics and Management

- 1) Market and market mechanism (classification of goods, supply, demand, market equilibrium, elasticities of demand and supply).
- 2) Cardinal and ordinal theory of consumer behavior (marginal values, indifference curves)
- 3) Production function in short and long run (shape, marginal and average values, isoquant, isocost).
- 4) Cost function in the short and the long run (shape, marginal and average values, explicit and implicit costs).
- 5) Market structures in the market for goods and services (perfect competition, monopolistic competition, oligopoly, monopoly), perfect and imperfect competition in the market for factors of production
- 6) Economic performance indicators (gross domestic product calculations, gross national income).
- 7) Equilibrium product in the Income-Expenditure Model (consumption, investment, government spending, net exports).
- 8) Money market and model IS-LM (the functions? The role of money, monetary aggregates, restrictive or expansive fiscal and monetary policy).
- 9) Aggregate demand and supply (equilibrium, Classical and Keynesian concept).
- 10) Inflation and unemployment (categories, causes, impacts, measurement), Phillips curve, business cycle
- 11) Concept of management. Management as an activity, management as a process. Cyber management principles, systems approach. The organizational system and its decomposition, relations between subsystems. Stability and competence of subsystems.
- 12) Development of managerial concepts. Traditional management concept. Theory of bureaucracy. Scientific management. Concept of human resources. Humanistic approach. Elements of management theory in the 21st century.
- 13) Management as a science discipline, management as a part of a corporate structure, management levels. Organizational and management structure.
- 14) People in the organization, types of personalities, human relations, analysis of informal relationships, indicators of their level, membership types, companies' culture.
- 15) Manager, characteristic of his profession, role, competence, management style. The content and form of managerial communication, communication skills. Principles of delegation, content, form of delegation, management capacity.
- 16) Management functions. The importance of information for realizing individual management functions and time and content relations between them. Differences in managerial positions according to management levels.
- 17) Planning, the types of plans, their goals, management by objectives. Organizations as a process, goals of organizational processes by levels.

18) Leadership. Ways of influencing the performance of employees, motivation, nature of the motivational mechanism, incentives, personality determinants, needs. The theory of motivation.

19) Controlling and its importance in the management process. Elements of control, inspection criteria, audit, principles of control activities.

20) Rationalization of the manager's performance. Importance of time management, time analysis, classification of tasks and activities.

Recommend literature:

BLANCHARD, O. and J. WOLFERS: "The Role of Shocks and Institutions in the Rise of Unemployment „The Aggregate Evidence", Economic Journal 110:C1-C33, 2000.

BURDA, M., WYPLOSZ, Ch.: Macroeconomics. A European text. 4th edition. Oxford University Press 2005. ISBN 0199264961.

HOAG A., HOAG J.: Introductory Economics, 4th edition London, World Scientific Publishing co. 2006.

HALL, R. E., TAYLOR, J. B.: Macroeconomics. 4th edition. New York, W. W. Norton Company 1993. ISBN 0393963071.

FRANK, R. H., BERNANKE, B. S.: Ekonomie. Praha, Garda Publishing 1997. ISBN 8071694800.

KOONTZ, Harold a Heinz WEIHRICH. Essentials of Management. New York: McGraw-Hill, 2006.

MANKIW, N. G.: A Quick Refresher Course in Macroeconomics, Journal of Economic Literature, Vol. 27. 1645-1660., 1990.

PARKIN M.: Macroeconomics, 7th edition, Boston, University of Florida. ISBN 0-321-23354-9

SAMUELSON, P. A., NORDHAUS, W. D. Economics. New York: McGraw-Hill, 2009.