Business Administration and Management

1. The HRM function, recruitment & selection (models, aims, policy goals)
2. Performance management & reward management (definitions, aims, models)
3. Economic and monetary union within the European Union
4. Inventory management (objectives of inventory management, inventory cost, typology of stocks, economic order quantity model)
5. Financial statement analysis
6. Time value of money and investment decision making (FV, PV, NPV, perpetuity, annuity, IRR)
7. Bonds, stocks valuation and WACC
8. Strategic management, strategic management process, and analysis of external and internal environment
9. Business-level Strategies (Porter's five strategies), Corporate-level Strategies (diversification strategies)
10. Leadership (definition, functions, theories, roles)
11. Segmentation, targeting, positioning
12. Elements of the marketing mix
13. Legal forms of business organisations
14. Taxation of business activities
15. Organizational structures

Prof. Patrícia Becsky-Nagy

Full Professor, Specialist manager