

IT NUMBER	MODULE	SCOPE	EXAMINATION
PL: 181130 Business Management	4	5	PL: KL, 90 Min.

Business management provides the academic knowledge and skills to pursue global career opportunities and helps students to develop a broad understanding of businesses and specific areas such as finance and human resources.

The module looks at the strategic problems to which the company is exposed. Furthermore, the module looks at the current explanatory principles and instruments that lead to a solution. The main topics are:

- 1) Organization and management of enterprises which includes introduction to the strategic management, strategic options, the company audit, the analysis of the performance chain, benchmarking, the analysis of the industry and
- 2) their positions and actions on markets which comprise competition analysis, assessment of the strategic position, the forecast of the future, corporate culture and mission statement.