SYLLABUS FOR THE EXAM IN ENGLISH VERSION

ACCOUNTING


Only the following chapters:
3. The Accounting Information System
4. Income Statement and Related Information
11. Depreciation, Impairments, and Depletion


Only the following chapters:
1. The accounting system
2. Accounting for ordinary business transactions
3. Adjusting and closing entries
4. Preparing Financial Statements
FINANCIAL STATEMENTS


Only the following chapters:
1. The balance sheet and the fundamental principle
2. Creating a balance sheet
3. The profit&loss account and cash flow statement
4. Creating the profit&loss account and cash flow statement
7. Financial Analysis - introduction
8. Analysis of the enterprise
9. Analysis of the funding structure

BANKING AND FINANCIAL INSTITUTIONS


Only the following chapters:
2. An Overview of the Financial System
4. The meaning of Interest Rates
7. The Stock Market, the Theory of Rational Expectations, and the Efficient Market Hypothesis
8. An Economic Analysis of Financial Structure
18. The foreign exchange market
CORPORATE FINANCE


Only the following chapters:
1. Introduction to Corporate Finance
2. How to calculate Present Values
5. Net Present Value and other investment criteria
7. Introduction to Risk and Return
8. Portfolio Theory and the Capital Asset Pricing Model
9. Risk and the Cost of Capital
16. Payout Policy
17. Does debt policy matter?

BUSINESS MANAGEMENT

BUSINESS STRATEGY


Only the following parts/chapters/paragraphs:

PART I INTRODUCTION
1. The Concept of Strategy
Introduction and objectives
The Role of Strategy in Success
The Basic Framework for Strategy Analysis
How is Strategy Made? The Strategy Process
(excluded Summary, Self-Study Questions, Notes)

PART II THE TOOLS OF STRATEGY ANALYSIS
3. Industry Analysis: The Fundamentals
   Introduction and Objectives
   From Environmental Analysis to Industry Analysis
   Analyzing Industry Attractiveness
   Applying Industry Analysis to Forecasting Industry Profitability
   Using Industry Analysis to Develop Strategy
   Defining Industries: Where to Draw the Boundaries
   From Industry Attractiveness to Competitive Advantage: Identifying Key Success Factors
(excluded Summary, Self-Study Questions, Notes)
4. Further Topics in Industry and Competitive Analysis
   Introduction and Objectives
   Beyond the Five Forces: Complements, Ecosystems, and Business Models
   Competitive Interaction: Game Theory and Competitor Analysis
   Segmentation and Strategic Groups
(excluded Summary, Self-Study Questions, Notes)

PART III BUSINESS STRATEGY AND THE QUEST FOR COMPETITIVE ADVANTAGE
7. The Sources and Dimensions of Competitive Advantage
   Introduction and Objectives
   How is Competitive Advantage Established?
   How is Competitive Advantage Sustained?
   Cost advantage
   Differentiation Advantage
   Can Firms Pursue Both Cost and Differentiation Advantage?
(excluded Summary, Self-Study Questions, Notes)
8. Industry Evolution and Strategic Change
   Introduction and Objectives
   The Industry Life Cycle
(excluded Summary, Self-Study Questions, Notes)
MARKETING

Suggested textbook: Kotler, P., Armstrong, G., Opresnik, M.O., Principles of marketing, Pearson, 2018

Only the following chapters:
PART 1: Defining Marketing and the Marketing Process
1. Marketing: Creating Customer Value and Engagement
2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships
PART 2: Understanding the Marketplace and Consumer Value
5. Consumer Markets and Buyer Behavior
PART 3: Designing a Customer Value—Driven Strategy and Mix
7. Customer Value—Driven Marketing Strategy: Creating Value for Target Customers
8. Products, Services, and Brands: Building Customer Value
10. Pricing: Understanding and Capturing Customer Value
12. Marketing Channels: Delivering Customer Value