SYLLABUS FOR THE EXAM IN ENGLISH VERSION

BUSINESS ADMINISTRATION


Only the following chapters:
1. Developing a business mindset
15. Financial Information and Accounting Concepts

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

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

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 chapters:
1. The Concept of Strategy (excluded Summary, Self-Study Questions, Notes)
3. Industry Analysis: The Fundamentals (excluded Summary, Self-Study Questions, Notes)
7. The Sources and Dimensions of Competitive Advantage (excluded Summary, Self-Study Questions, Notes)
8. Industry Evolution and Strategic Change (excluded Summary, Self-Study Questions, Notes)
MARKETING

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

Only the following chapters:
1. Marketing: Creating Customer Value and Engagement
2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships
4. Managing Marketing Information to Gain Customer Insights
5. Consumer Markets and Buyer Behavior
7. Customer Value—Driven Marketing Strategy: Creating Value for Target Customers
8. Products, Services, and Brands: Building Customer Value
9. Developing New Products and Managing the Product Life Cycle
10. Pricing: Understanding and Capturing Customer Value
12. Marketing Channels: Delivering Customer Value