

Програмові вимоги з дисципліни
Management and Business Administration

1. Management. Definition. The basic functions of management.
2. Leaders vs managers. Expert and manager
3. Work and motivation. Types of motivation
4. Self-Motivation
5. McGregor's Theory X and Theory Y.
6. Two Factor Theory by Frederick Herzberg
7. Company structure
8. Wikinomics. Outsourcing
9. Managing across countries
10. Lewis model
11. Employability.
12. CV
13. Women in business
14. Sectors of the economy
15. Production
16. Economies of Scale
17. Logistics
18. Just in Case and Just in Time
19. Kanban system
20. Total Quality Management
21. Products. Brands
22. Branding and brand names
23. Marketing
24. The product life cycle
25. Marketing strategies
26. Competition
27. Advertising. Types.
28. Creative selling
29. Advertising: Information or Manipulation?
30. Banking
31. Venture capital
32. A startup
33. Business plan structure
34. Bonds, stocks and shares
35. Accounting
36. Income Statement and Balance Sheet
37. Taxation. Tax types
38. Business cycle
39. Keynesianism and Monetarism

40. Corporate social responsibility
41. Efficiency and employment
42. The Future of Work. Artificial Intelligence
43. International trade
44. International (trade) organizations
45. Success. The main steps for success