**TOPICS FOR FINAL EXAM**

**BUSINESS DEVELOPMENT MA**

1. Types of information in financial statements, measuring the financial situation of businesses, basics of compiling financial requirements and projections.
2. Correlations between leverage, liquidity and profitability. Methods of examining capital structures. Possible aspects and principles of creating a capital structure optimal for business operations. The most important capital structure theories and their critical evaluation.
3. Definition and types of company financing. Costs of the different financing sources. The interpretation of WACC (Weighted Average Cost of Capital), its role in financial calculations.
4. Types, characterisation and evaluation of financing strategies. Special characteristics of financing current assets. Defining the optimal level of current assets. Correlations of the level of current assets and liquidity.
5. The role of the state in financing business development. The main tools (financial and non-financial) of development policy.
6. The characteristics of the credit process. Possibilities of improving capital funding.
7. The main characteristics and comparison of the traditional and the activity-based costing methods.
8. Job costing and process costing methods for cost observation, cost accounting and cost accounting.
9. Components, structure and integration of the cost accounting system, the system of cost accounting.
10. Definition of de minimis aid, de minimis aid funding in the system of corporate taxation.
11. Innovation models. Correlations between the innovation and corporate life cycles.
12. Characteristics of innovative organizations. Correlations between change management and innovation.
13. Planning the project completion process: time, resource and budget planning (process and tools of project planning, optimizing project plans).
14. Describing the aimed project result (elements and scope of project result, evaluation of its viability, evaluation of expected effects). Project control (process of project control, process and outcome control).
15. The process of business decisions. Team decision-making. Conflict resolution in the decision-making process.
16. The role of data warehouses in corporate decision-making. Decision-making support models, and their characteristics. Incident management in economic decision-making.
17. Organizational decentralization and its reasons. Types of decentralized organizational units. Performance indicators and the process of their calculation in decentralized units.
18. Nature of services, development of the service sector, characteristics of services: HIPI. The model of service quality, forms of quality-judgement research in the service sector.
19. Service as a special product, characteristics of primary and secondary services. Pricing and the possibilities of price discrimination. Characteristics of selling, fixed location of services. Promotional tools for services, the roles of advertising, PR, sales promotion, personal selling in the services sector.
20. The 3 P's – the elements of the marketing mix for services. Characteristics of people, their marketing-oriented management, internal marketing in practice. Elements and marketing functions of physical evidence. Process management, characteristics and golden rules of complaint management.