

# Syllabus for the course

## MAJOR FIELD STATE EXAM

<b>Course code:</b>	MNE
<b>Course title in language of instruction:</b>	Major Field State Exam
<b>Course title in Czech:</b>	Státní zkouška ze studijního oboru
<b>Course title in English:</b>	Major Field State Exam
<b>Number of ECTS credits allocated:</b>	6
<b>Mode of delivery:</b>	none
<b>Mode of completion:</b>	graded course
<b>Language of instruction:</b>	English
<b>Level of course and year of study:</b>	master (second cycle): 2
<b>Semester:</b>	SS 2018/2019
<b>Name of lecturer(s):</b>	prof. Ing. Jiří Hnilica, Ph.D. (supervisor)
<b>Prerequisites and co-requisites:</b>	none
<b>Recommended optional programme components:</b>	none
<b>Work placement:</b>	none

### Aims of the course:

The state exam is a comprehensive verification of acquired knowledge in the given field of study.

### Learning outcomes and competences:

Successful completion of the exam is assumed to prove that students are able to identify key insights of their field of study and their mutual relations, and to apply them to solutions of the real-world problems.

### Course contents:

- 1. Topics related to marketing and logistics** (lectures: 0, seminars: 0)
  - a) Role of marketing in strategic management. Marketing management. Measuring the effectiveness of marketing activities.
  - b) Marketing information system, marketing research and its methods. Competitor analysis and competitive strategy.
  - c) Market segmentation, process, criteria and methods. Targeting and positioning.
  - d) Brand building and brand management. Brand equity creation, brand equity models, brand strategies.
  - e) Marketing mix decisions. Product, price, communication and distribution research.
  - f) Marketing approaches in the context of specific market conditions and situations.
  - g) Logistic system, logistic goals and strategies within a business context and environment.
  - h) Supply chains of manufacturing and trading companies.
- 2. Topics related to strategy, managerial decision-making and problem solving, innovation and entrepreneurship** (lectures: 0, seminars: 0)
  - a) Strategic reasoning and thinking; missioning and visioning, values.
  - b) Strategy content: business-level, corporate-level and network-level strategy.
  - c) Strategy process: strategy formation, strategic change and strategic innovation.
  - d) Strategy context: industrial, organizational and international context.
  - e) Principles of managerial decision making, process and approaches of decision making, problem-solving barriers.
  - f) Situation appraisal, problem analysis, generation of variants and their consequences.
  - g) Multicriteria evaluation of variants, choice of the best variant.
  - h) Methods and approaches for decision-making under risk and uncertainty.

- i) Methods, techniques and approaches used in innovation management.
- j) Innovation definition, innovation sources, innovative organization and its principles, barriers to innovation.
- k) Measurement and financing of innovation in the business sector.
- l) Innovation strategies and innovation models in the business sector.

- 3. Topics related to management, leadership and human resource management** (lectures: 0, seminars: 0)
- a) Contemporary approaches to management, business and management model, management innovations.
  - b) Nature of management work, management as a profession, management roles, functions and activities.
  - c) Management – planning, decision making, controlling, coordinating, organising in the 21. century.
  - d) Management of systems and relationships and various forms of cooperation, locally and globally.
  - e) Organisation development and change management.
  - f) Developing managerial competencies for leadership.
  - g) Leading task forces and teams. Team work and group problem solving.
  - h) Leadership of task forces and teams. Team work and group problem solving.
  - i) Organizational culture and intercultural management.
  - j) The role of human resources management in an organization and HR strategy.
  - k) The importance of the performance management system in terms of the strategic human resource management.
  - l) Building the intellectual capital of an organization.
  - m) HR controlling and approaches to the HRM system evaluation.

**Learning activities, teaching methods and workload (hours):**

Type of teaching method	Hours of workload
	Daily attendance
Preparation for final oral exam	156
<b>Total</b>	<b>156</b>

**Assessment methods and criteria:**

Requirement type	Weight
	Daily attendance
Final oral exam	100 %
<b>Total</b>	<b>100 %</b>

**Assessment:**

- Graded courses
- 1 Excellent (90 – 100%)
  - 2 Very good (75 – 89%)
  - 3 Good (60 – 74%)
  - 4 Insufficient (0 – 59%)

- Ungraded courses
- P Passed
  - NP Not Passed

**Special requirements and details:**

none

**Reading:**

Type*	Author	Title	Published in	Publisher	Year	ISBN
RQ	KELLER, K L. – KOTLER,	Marketing management	Praha	Grada Publishing	2013	978-80-247-4150-5
	P.					

RQ	ZAMAZALOVÁ, M. a kol.	Marketing	Praha	C.H.Beck	2010	978-80-7400-115-4
RQ	BÁRTA, V. – BÁRTOVÁ, H. – KOUDELKA, J.	Spotřebitel : (chování spotřebitele a jeho výzkum)	Praha	Oeconomica	2007	978-80-245-1275-4
RQ	BOUČKOVÁ, J.	Marketingové aplikace	Praha	Oeconomica	2004	80-245-0673-4
RQ	JIRSÁK, P. – MERVART, M. – VINŠ, M.	Logistika pro ekonomy – vstupní logistika	Praha	Wolters Kluwer	2012	978-80-7357-958-6
RQ	NOVÁK, R. – ZELENÝ, L. – PERNICA, P. – KOLÁŘ, P.	Přepravní, zasilatelské a logistické služby	Praha	Wolters Kluwer	2011	978-80-7357-735-3
RQ	FOTR, J. – ŠVECOVÁ, L.	Manažerské rozhodování. Postupy, metody a nástroje	Praha	Ekopress	2010	978-80-86929-59-0
RQ	MEYER, R. – WIT, B D.	Strategy synthesis : managing strategy paradoxes to create competitive advantage	Andover	Cengage Learning	2014	978-1-4080-8268-3
RQ	TYLL, L.	Podniková strategie	Praha	C. H. Beck	2014	978-80-7400-507-7
RQ	OSTERWALDER, A. – PIGNEUR, Y.	Tvorba business modelů : příručka pro vizionáře, inovátory a všechny, co se nebojí výzev	V Brně	BizBooks	2015	978-80-265-0425-2
RQ	VEBER, J.	Management. Základy moderní manažerské přístupy, výkonnost a prosperita	Praha	Management Press	2009	978-80-7261-200-0
RQ	NOVÝ, I. – JAROŠOVÁ, E. – BEDRNOVÁ, E. a kol.	Manažerská psychologie a sociologie	Praha	Management Press	2012	978-80-7261-239-0
RQ	PAVLICA, K. – JAROŠOVÁ, E. – KAISER, R.	Vyvážený leadership. Dynamika manažerských dovedností	Praha	Management Press	2015	978-80-7261-289-5
RQ	DVOŘÁKOVÁ, Z.	Řízení lidských zdrojů	Praha	C.H. Beck	2012	978-80-7400-347-9
RQ	BESSANT, J R. – PAVITT, K. – TIDD, J.	Řízení inovací : zavádění technologických, tržních a organizačních změn	Brno	Computer Press	2007	978-80-251-1466-7
RQ	BREEN, B. – HAMEL, G.	Budoucnost managementu	Praha	Management Press	2008	978-80-7261-188-1
RQ	BIRKINSHAW, J M.	Reinventing management : smarter choices for getting work done	San Francisco	Jossey-Bass	2012	978-1-118-37590-7
RQ	FOTR, J. – HRŮZOVÁ, H. – RICHTER, J. – ŠVECOVÁ, L.	Manažerské rozhodování : postupy, metody a nástroje	Praha	Ekopress	2010	978-80-86929-59-0

\* RQ – required RE – recommended