



## **Topics for Entrance Exam in Specialty for Master of Business Administration Program**

### **Management Topics**

- Management functions
- Management styles
- Organizational structure and its functions
- Distribution of functions in the organization
- Authority and power
- Modern business environment
- Leader and manager
- Narrowing of the working area

### **Marketing**

- Marketing mix
- Customer
- Marketing communication tools
- Market study
- Market research
- Market segmentation
- Market niche
- Market share
- Product life cycle

### **Finances**

- Finance functions
- Financial documents
- Income Statement
- Cash flow statement
- Balance sheet
- Monetary policy
- Fiscal policy

**Literature:**

1. Management, 14th edition, Stephen P. Robbins, Mary A. Coulter, 2018
2. Principles of Marketing, Kotler, Ph; Armstrong, G.; 17th global edition; 2018
3. Brigham, E. F. & Ehrhardt, M. C. Financial Management, Theory & Practice, 16<sup>th</sup> Edition, 2019