

Management (for students starting in 2023)

1. The essence of mathematical statistics, the errors of sampling and inference, the steps of statistical processing
 - Interpretation of descriptive statistical indicators, properties of statistical indicators, main representation methods
 - Estimation theory, properties of estimation, interval estimation
 - The general course of hypothesis tests, statistical tests and their hypotheses, conditions for their application
 - Basics of correlation and regression calculations, basic assumptions of the model, interpretation and testing of indicators and regression coefficients
2. Management theories and methods, their application and criticism
 - What managerial skills and good and bad examples of their application do you know?
 - Describe the organizational culture types according to Handy and Quinn. How do organizational structures and culture types fit together?
 - Present the learned motivational theories and introduce application examples (theories of Maslow, Herzberg, McClelland, Vroom, Adams, Locke, and Skinner)
 - Describe the learned leadership styles and give examples of when it is recommended to use a given leadership style (theories of Lewin, Tannenbaum-Schmidt, Ohio State University, Blake-Mouton, and Hersey-Blanchard)
3. Segmentation, targeting and positioning and STP strategy
 - Describe the process and main characteristics of segmentation and list the segmentation criteria.
 - Describe the STP strategy, its process and present the dimensions of positioning in detail through examples
 - Using examples, explain the five positioning strategies.
 - Define the perceptual map and explain its application using an example of your choice
4. Ensuring quality in organizational operations
 - The main features of the current ISO 9000 family of standards
 - Characteristics of Six Sigma and Lean Six Sigma approaches
 - Organizational self-evaluation
5. Process management
 - Methods and tools for recording and monitoring processes (advantages, disadvantages)
 - Failure analysis methods (advantages, disadvantages)
 - Process improvement models: similarities, differences, criticisms
6. Management of customer demand and their satisfaction
 - Methods of forecasting customer demand and their application issues
 - Evaluation of demand forecast errors and their consequences for operation
 - Examination of the capacity to satisfy customer needs and its modification possibilities
7. Inventory management
 - Operation of inventory systems and costs related to inventory management processes
 - Management issues of inventory management in EOQ models with quantity discounts
 - Management issues of inventory management in stochastic EOQ model

Value management

1. The value methodology

- Field of application, characteristics, advantages and disadvantages
- Steps of the standard job plan, related management tools
- Scope of study, objectives, and key performance indicators

2. Function analysis

- The concept of function, steps and problems of function analysis
- Methods of function definition, function models
- Function-cost analysis and related techniques, practical examples of implementation

3. Group creativity techniques

- Types of development teams, aspects and difficulties of team composition
- Presentation of group creative techniques, similarities and differences
- Selection methods, application examples

4. Development of proposals

- Examples of ideas and proposals, differences, proposal formats
- Suggestion systems
- Challenges and practical problems of implementing proposals

5. The concept of value-driven service marketing

- The fundamentals of value-driven marketing, including the concept and components of customer value and the drivers facilitating value creation
- Differences between transactional and relationship marketing
- Consumer satisfaction and loyalty, and the marketing elements contributing to the profitability of loyal customers

6. Value-driven service marketing strategy

- The concept of a value-driven marketing strategy
- Description of external factors influencing strategy (macro environment, competitive environment)
- Alignment of internal capabilities and customer value

7. The role of customers in value creation

- Stages of consumer behaviour in services
- Factors influencing consumption, examples of their appearance
- The correlation between perceived risk and consumer value

8. Tactical tools in service marketing

- Consumer-oriented approaches to fundamental marketing tools (4Ps)
- The impact of human factors, physical assets, and process management on customer value
- HIPI characteristics and customer value