

## **Management (for students starting in 2024 or later)**

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 and supply management

- Types of inventory problems and the costs of the processes associated with them
- Management dilemmas and models of inventory control
- Tasks and solutions of material requirements planning

## **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