

**OKRUHY TÉM NA ŠTÁTNU SKÚŠKU 1. STUPŇA ŠTÚDIA**  
**ŠTUDIJNÝ PROGRAM : INTERNATIONAL BUSINESS WITH AGRARIAN**  
**COMMODITIES**

**International economics and management**

1. Consumer theory: Preferences and utility, budget constraint, consumer's optimal choice, analysis of individual consumer demand, properties of individual consumer demand.
2. Theory of the firm: Firm's production and production functions. Firm's cost and cost curves. Firm's optimal choice in the short and long run.
3. Market and market structures. Market demand, market supply and market equilibrium. Perfect competition and profit maximization. Firm's individual supply and market supply. Market structures of imperfect competition and profit maximization.
4. Analysis of macroeconomic development in the short run: AD – AS model, causes of economic fluctuations, macroeconomic policy and its impact on unemployment and inflation in the short run.
5. Long-run macroeconomic analysis: the tasks of inflation, economic growth and their solutions.
6. Macroeconomics of the open economy: Macroeconomic equilibrium in the open economy. balance of payments, exchange rates.
7. Theory of economic policy: Theory development, subject, objectives, tools, concepts and assessment of economic policy. Stages of economic policy decision-making. Globalization and economic policy.
8. Agricultural policy, competition policy, social policy, environmental policy, pension systems, pricing policy, structural policy and countercyclical policy.
9. Trade theory: Ricardian theory of comparative advantage. Heckscher-Ohlin theory, Stolper-Samuelson theorem. Trade creation vs. trade diversion. Trade and factor endowment.
10. Trade policy analysis: Tariffs and import quotas. Export subsidies. Non-tariff barriers.
11. International trade: International trade and market structure. Types of transactions in international trade. Exchange rates and purchasing power parity. Flexible vs. fixed exchange rates. Openness of the economy and balance of payment.
12. Standardization, adaptation and globalization in international marketing, main factors favouring standardization versus adaptation, reasons for formulating local strategies in global businesses.
13. Designing the international marketing programme: Product and pricing decisions.
14. Opportunities and threats of doing marketing and business internationally, reactive and proactive reasons, international trade fairs as the place for promoting Slovak food products internationally.
15. Econometric model and stages of econometric modelling. Estimation of parameters of the econometric model using the least squares method. Specification of the econometric model (functional form, artificial variables).
16. Linear programming methods, duality in linear programming (LP), economic interpretation of primal and dual optimal solution of an LP problem.
17. Applications of linear programming in decision making and economic analysis: production mix optimization, transportation problem, maximal flow in a network. Graph theory applications: Critical path method (CPM) in project analysis, shortest route problem.

18. Financing a business (equity and debt financing, internal and external financial resources, cost of capital, financial leverage).
19. Time value of money (present and future value of money, investment appraisal methods, PV, NPV, IRR and effect of time value of money on investments).
20. Monetary policy (inflation and interest rate, monetary policy instruments, monetary policy goals, ECB monetary policy, monetary policy transmission mechanism).