UNIVERSITY OF INSURANCE AND FINANCE

SYLLABUS FOR THE STATE EXAM IN BUSINESS MANAGEMENT AND MARKETING

- **1.** Economic growth GDP, GNP as indicators of economic growth.
- **2.** Supply, demand and basic market equilibrium.
- **3.** Elasticity of demand and supply definitions and applications.
- 4. Inflation causes and effects.
- **5.** Structure of the balance sheet. Basic accounting equation.
- **6.** Types of accounts in the balance sheet and their characteristics.
- **7.** The income statement revenues, expenses and the revenue recognition principle.
- **8.** Capital and capital structure of the company.
- 9. PESTEL Analysis.
- **10.** The concept of the product life cycle.
- **11.** Marketing research scope and main elements.
- 12. Marketing mix (4Ps) definition and principles.
- **13.** Strategic marketing main principles.
- 14. Principles of international marketing.
- 15. Brand management building, positioning, and maintaining brand equity.
- **16.** Brand and brand mantra definitions, identity, and core brand values.
- 17. Porter's five forces analysis.
- 18. International strategies for company management.
- **19.** Key Performance Indicators (KPIs) five essential indicators of company performance.
- **20.** Motivation and motivational theories.
- **21.** Organizational culture main principles.

The syllabus for the state exam was approved at the meeting of the Department of Business Administration and Marketing, with Protocol No 3 dated 21.05.2025.