

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.