

## **PROGRAM**

**on the entrance examination for the applicants**

**for Master degree program**

**Major 7-06-0412-02 «Business Administration»(MBA)**

The program of entrance test for applicants for the Master degree program (Major: 7-06-0412-02 "Business administration") is developed on the basis of standard curricula of subjects of the Bachelor degree education: - "National economy of Belarus"; - "Macroeconomics"; - "Management". The content of the program has a comprehensive systemic interdisciplinary nature and is aimed at identifying general professional and special knowledge and skills received at the Bachelor degree programs, necessary for admission to the master's program. The program defines a list of questions, the knowledge of which is necessary for the entrance test, and includes a list of recommended literature, which presents scientific, educational and other materials. Entering the second stage of higher education, admitted to the entrance test in the specialty, must show a high level of theoretical and practical training, knowledge of economic terminology and skills in economic scientific literature, knowledge of the current legislation, the basics of economic theory, management, understanding of the features of the national economy and its capabilities in the development of international division of labor in the conditions of scientific and technological progress and globalization of trade, functions and economic role of the state. The entrance examination is held in oral form for tickets. The mark is set on a ten-point scale.

## LIST OF QUESTIONS

1. Crisis management. Types and reasons of crisis, diagnosis of the crisis in the organization.
2. Business plan: its goal, structure and content.
3. Power, influence and leadership. Change management.
4. The impact of international competition on the national economy.
5. State regulation of the market economy: its necessity, methods and boundaries.
6. Monetary system. The main instruments of monetary policy in the Republic of Belarus. Monetary system and its elements.
7. Incomes of the population. Social policy of the state. Forms and mechanism of social protection of the population.
8. The law of demand and the law of supply. Market equilibrium. Elasticity analysis.
9. Employment, unemployment and its types. Employment policy.
10. Investment activity of an enterprise: nature, sources of financing, management efficiency.
11. Innovative management, its essence, the main categories. Forms of organization of innovation.
12. Inflation: the nature, causes, socio-economic consequences.
13. Financing sources the activities of a commercial organization and their comparative characteristics.
14. Communication and communication processes. Interpersonal and organizational communication.
15. Competition: concept, types. The mechanism of perfect and imperfect competition.
16. Control as a function of management, its purpose, types.
17. Logistics, its essence and functions.
18. Scales, dynamics and growth factors of the foreign economic activity of the Republic of Belarus.
19. Methods for assessing the competitiveness of the product.
20. Directions for changing the sectoral structure of foreign trade of the Republic of Belarus.
21. Operational calendar planning: scope and features.
22. Basic strategies for enterprise development: concept, classification, examples.
23. Solvency of the organization and methods of its evaluation, the system of criteria for assessing the solvency.
24. Balance of payments: main indicators and their interrelations. Features of the balance of payments of the Republic of Belarus.
25. The concept and types of organizational structures of management. Principles of formation and evaluation of organizational structures.
26. The concept and classification of costs. Production costs in the short and long term.
27. The concept of international business. The impact of international business on the national economy.
28. The concept of management and its characteristics. The evolution of management.
29. The concept of risk, types of risks, ways of measuring them. The main methods of reducing commercial risk.

30. The concept of a transformational economy, its main features and features. National economic model of Belarus.
31. The concept of the effectiveness of foreign trade transactions. Main factors.
32. Profit of the organization: the concept, types, sources of formation and use.
33. Profitability: nature, types, scorecards, method of calculation.
34. The role of international economic organizations in the development of international business.
35. Market mechanism and its elements. The relationship of price, demand, supply and competition.
36. Quality management systems in the organization.
37. Aggregate consumption, aggregate savings and investment, their relationship. Investment multiplier
38. Aggregate demand and aggregate supply. Macroeconomic equilibrium.
39. Management style: the concept, role and place in the system of the main categories of management.
40. Property value and business value. Business valuation methods.
41. Strategic management: essence, evolution of development.
42. The essence and definition of conflict. Conflict Management.
43. The essence and features of management decisions. Classification of management decisions. Methods and models of management decision making.
44. The essence and principles of the tax system. The tax system of the Republic of Belarus.
45. The essence of management methods, their classification.
46. The essence of the planning function. Strategic and tactical planning: general and special.
47. The essence, subject and structure of financial management. Goals and objectives of financial management.
48. Theory of production (company). The relationship of factors of production and output.
49. Project management and project life cycle. Key indicators of economic efficiency of projects.
50. Managerial study of the strengths and weaknesses of the enterprise. SWOT analysis.
51. Factors determining the success of a firm in a foreign market.
52. The financial sustainability of the enterprise and the factors.
53. Forms of international regulation of business: agreements on the elimination of double taxation, investment agreements.
54. Management functions. General characteristics and interconnection.
55. The function of motivation, the basic theory of motivation.
56. Characteristics, types and conditions of application of international transactions.
57. Value chains (global and national): concept, evolution, assessment indicators.
58. The economic (business) environment of the enterprise. Subjects of the environment.
59. The economic goals of society. The main priorities of the socio-economic development of the Republic of Belarus for 2016-2020.
60. The economic cycle and its phases. The main ways to stabilize the economy.

## STUDYING MATERIAL CONTENT

### **1. Crisis management. Types and reasons of crisis, diagnosis of the crisis in the organization.**

Signs characterizing the crisis in the organization. The main causes of crises in Belarusian enterprises. Stages of crises. The problem of recognition of crisis situations. Types of crises, depending on the speed of their spread. The issue of crisis management. Problems of crisis prevention. Ways out of the crisis. The content and purpose of the Law of the Republic of Belarus "On Economic Insolvency (Bankruptcy)".

### **2. Business plan: its goal, structure and content.**

Goals and objectives of the business plan. Regulatory documents governing the development of business plans in the Republic of Belarus. The structure of the business plan of the investment project. The main sections of the business plan and their summary. The main mistakes in the preparation of business plans. Evaluation of the commercial efficiency of the investment project.

### **3. Power, influence and leadership. Change management.**

Leadership: the essence and form. Powers of the head and personal power. The main components that provide effective leadership. Forms of power. Power based on reward and coercion. Expert power. The authority of official authority. The authority of responsibility. The power of owning resources. The power of example. The power of business connections.

### **4. The impact of international competition on the national economy.**

Economic prerequisites of formation and the essence of the world economy. The international division of labor. World market and international competition. International Economic Integration. Features multi-vector international economic policy of the Republic of Belarus. Factors determining the competitiveness of the Belarusian economy. Indicators characterizing the competitiveness of the national economy and the prospects for the participation of Belarus in the international division of labor.

### **5. State regulation of the market economy: its necessity, methods and boundaries.**

Goals and functions of state regulation of market economy. The system of government. Methods and tools of economic policy of the state. Types of economic policy. The system of state regulation of the economy. The main regulatory economic systems of the state. Antitrust regulation and demonopolization policy. Pricing policy and the main tasks in the field of pricing.

## **6. Monetary system. The main instruments of monetary policy in the Republic of Belarus. Monetary system and its elements.**

Place and role of money in the national economy. Emission mechanism. Levels of the banking system. The main objectives of the National Bank of the Republic of Belarus. The second level of the national banking system. Problems existing in the domestic banking sector. Monetary (monetary) policy. The policy of "expensive" or "cheap" money. Currency system and currency control in the national economy. Gold reserves.

## **7. Incomes of the population. Social policy of the state. Forms and mechanism of social protection of the population.**

Social policy: concept, goals, directions and levels. The system of social protection and social guarantees of the population. Incomes of the population. Sources of cash income. Total family income. Nominal and real incomes. Standard of living. The system of indicators of living standards. Poverty line. Market mechanism of income generation and social policy of the state in the formation and distribution of incomes of the population.

## **8. The law of demand and the law of supply. Market equilibrium. Elasticity analysis.**

Market mechanism and its main elements. Market demand and its determinants. The law of demand. Elasticity of demand. Market offer. Determinants of the supply. The law of the supply. The elasticity of the supply. The interaction of supply and demand. Market equilibrium. Equilibrium price.

## **9. Employment, unemployment and its types. Employment policy.**

Labor resources. Economically active population. Labor potential. The structure of employment. Unemployment rate. Education and employment policy.

## **10. Investment activity of an enterprise: nature, sources of financing, management efficiency.**

The concept of "investment" and types of investments. Objects and subjects of investment activity. Investment project: definition and stages of the life cycle. Pre-investment stage: the essence and purpose. The complex of works at the investment stage. Operational stage. Methods for assessing the commercial efficiency of an investment project. The essence and purpose of the discount factor. Discount rate. Sources of financing of the investment project. Principles of formation of the project management team. Professional requirements for the project manager. Examples of effective and inefficient management of the implementation of investment projects.

**11. Innovative management, its essence, the main categories. Forms of organization of innovation.**

Content of innovation. The essence and content of innovation management. The main objectives of the innovation process of creating a new product. Organizational forms of enterprise innovation management. Program-targeted innovation management. Development of integrated systems for managing the innovation process in the enterprise. Legal regulation of innovation activity in the Republic of Belarus.

**12. Inflation: the nature, causes, socio-economic consequences.**

The origin of inflation based on the mismatch of supply and demand. Internal and external causes of inflation. Inflation expectations of the population. The rate of flow of inflation. Inflation of demand and inflation costs. Causes of inflation costs. Projected inflation. Unpredictable inflation. Measurement of inflation. Consumer price index. Local and world inflation. Socio-economic consequences of inflation.

**13. Financing sources the activities of a commercial organization and their comparative characteristics.**

Own financial resources of the enterprise. Profit and depreciation. Bank loans. Project financing. Leasing State support of commercial organizations. Crowdfunding.

**14. Communication and communication processes. Interpersonal and organizational communication.**

Information process and communication. Types of communications and requirements for them. Types of communications and their requirements. Communication between organizations and the external environment. Communication within the organization. Stages of the communication process. Interpersonal and organizational communication. Informal communication channels. Problems and barriers in organizational communications. Information system of the enterprise and its development at the present stage. The role and place of the modern office.

**15. Competition: concept, types. The mechanism of perfect and imperfect competition.**

Competition: concept and types. Competitiveness of products. Methods for determining the level of competitiveness of products. Competitive strategies of firms. The mechanism of perfect and imperfect competition. Varieties of imperfect competition: monopoly, oligopoly and product differentiation. Types of monopoly.

**16. Control as a function of management, its purpose, types.**

The concept and stages of control. The purpose of control. The need for a control function. The main tasks and types of control. Content and forms of

management control. Stages of the control process. Financial and operational control.

**17. Logistics, its essence and functions.**

The place of logistics in the general enterprise management system. Procurement logistics. Intralogistics logistics. Distributive logistics. Transport logistics. Warehouse Logistics. Information support of logistic processes. Logistics and finance.

**18. Scales, dynamics and growth factors of the foreign economic activity of the Republic of Belarus.**

Foreign economic potential of the national economy. Economic indicators of foreign economic potential. Factors and conditions for the growth of foreign economic activity of the Republic of Belarus. Commodity structure of exports of Belarusian goods and services. The need for Belarus to join the World Trade Organization (WTO). Prospects for the development of foreign economic activity of the Republic of Belarus in the framework of the EAEU.

**19. Methods for assessing the competitiveness of the product.**

Product Competitiveness: Definition and Performance Indicators. Qualitative indicators of competitiveness. Regulated indicators. Comparable indicators. Economic indicators. Organizational and commercial. The calculation of a comprehensive indicator of competitiveness.

**20. Directions for changing the sectoral structure of foreign trade of the Republic of Belarus.**

Commodity structure of exports of the Belarusian economy. Development of export-oriented, knowledge-intensive industries. The increase in the volume of services in export. Increasing the degree of processing and refining exported raw materials and materials. The development of import-substitute production of goods and services. Activation of transnationalization processes.

**21. Operational calendar planning: scope and features.**

Scheduling - appointment and scope. Scheduling goals. Johnson's rule. Heuristic scheduling methods. Gantt chart. Computerized scheduling.

**22. Basic strategies for enterprise development: concept, classification, examples.**

The essence of strategic management. Objects and subjects of strategic management. The place of strategic management in the general enterprise management system. Types of strategies and levels of strategic decisions. The mission of the enterprise. Business strategy.

**23. Solvency of the organization and methods of its evaluation, the system of criteria for assessing the solvency.**

The solvency of the organization: the definition and the factors from which it is composed. The presence of assets (property and cash) and solvency. Liquidity assets. Current liquidity ratio. Quick ratio. Absolute liquidity ratio. Normal values of liquidity ratios.

**24. Balance of payments: main indicators and their interrelations. Features of the balance of payments of the Republic of Belarus.**

The purpose of the balance of payments. Balance of payment operations. Standard view of the balance of payments. The main sources of information for the preparation of the balance of payments. The frequency of development and ways to consider the data of the balance of payments. Investment organization for the development of the balance of payments.

**25. The concept and types of organizational structures of management. Principles of formation and evaluation of organizational structures.**

Strategic business unit. Traditionally typical organizational structures: linear, functional, divisional, matrix. Project management. The formation of clusters as a method of increasing the efficiency of inter-branch and territorial organization of production.

**26. The concept and classification of costs. Production costs in the short and long term.**

Costs, costs, cost. Explicit (estimated) costs. Integrated cost groups. The cost of production and sales of products (works, services). Costs depending on the scope of occurrence. Classification of costs by economic elements. Direct and indirect costs. Conditionally fixed and conditionally variable costs. Basic and overhead costs. Expenses of the current period, future periods and forthcoming expenses.

**27. The concept of international business. The impact of international business on the national economy.**

The concept of international business, as a phenomenon and as a process of international economic relations. The main features of international business. The reasons for the formation and development of international business. Forms of international business. Stages of development of international business. Driving and inhibiting factors in the development of international business. Integration of the Belarusian economy into the global economic system.

**28. The concept of management and its characteristics. The evolution of management.**

The essence and distinctive features of management. The evolution of management. Content management. General characteristics of categories of

management. Goals and goal-setting in management. Principles and laws of management. Types and levels of management.

**29. The concept of risk, types of risks, ways of measuring them. The main methods of reducing commercial risk.**

Uncertainty and risk. The objective and subjective nature of risk. Risk measurement Expert assessment of risk. Methods of reducing business risks: insurance, diversification, etc. Risk - management. Methods for identifying and identifying business risks.

**30. The concept of a transformational economy, its main features and features. National economic model of Belarus.**

Transformational economy: the concept and main features. Stages and ways of transition. Evolutionary way of reforming the Belarusian economy. Institutional changes in the national economy. Belarusian model of socio-economic development.

**31. The concept of the effectiveness of foreign trade transactions. Main factors.**

Foreign trade transactions: the nature and basic documents. Types of foreign economic activity in which there are foreign trade transactions. The main documents describing foreign trade transactions. Trade balance.

**32. Profit of the organization: the concept, types, sources of formation and use.**

The total income of the company. Calculation of economic profit. Factors affecting the amount of profit. Profit maximization with perfect competition. The role of profit in a market economy. Formation and distribution of profits in the enterprise. Marginal profit. Break even. Profit planning.

**33. Profitability: nature, types, scorecards, method of calculation.**

Profit and profitability. Product profitability. Profitability of production. Return on equity. Factors to improve profitability: internal and external. Production and non-production factors. Profitability and rising prices for sales of products. Growth in production and sales of products and their impact on profitability. Profitability and cost reduction products. Changes in the structure of manufactured and sold products.

**34. The role of international economic organizations in the development of international business.**

World Trade Organization (WTO). WTO functions. Belarus and the WTO. International Monetary Fund. The World Bank. European Bank for Reconstruction and Development. Eurasian Economic Union.

**35. Market mechanism and its elements. The relationship of price, demand, supply and competition.**

The main elements of the market mechanism: demand, supply, price, competition. Market demand and its factors. The price of the goods and the volume of demand. Substitution effect. The impact of non-price factors on demand. Elasticity of demand. Market offer. The elasticity of the proposal. The interaction of supply and demand. Market equilibrium.

**36. Quality management systems in the organization.**

The concept of "quality products". Product quality indicators. The main stages of development of quality systems. Modern quality management system. The cost of ensuring product quality. Savings from implementing a quality management system. Indicators of economic efficiency of quality improvement in Belarusian enterprises.

**37. Aggregate consumption, aggregate savings and investment, their relationship. Investment multiplier**

Consumption and savings. Cost form of consumption. Factors affecting consumption. The average propensity to consume. Marginal propensity to consume. Savings as deferred consumption. Subjective and objective factors affecting consumption and savings. Investments. Investment demand: subjective and objective factors. The role of investment in the economy. Types of investments. Investment and national production. Investment multiplier Accelerator investment.

**38. Aggregate demand and aggregate supply. Macroeconomic equilibrium.**

Aggregate demand: definition, main components. The dependence of aggregate demand on the price level. Aggregate supply and its factors. Macroeconomic equilibrium: prerequisites and conditions. The impact of an increase in aggregate demand on real output and price levels.

**39. Management style: the concept, role and place in the system of the main categories of management.**

Classical classification of management styles. Authoritarian leadership style. Democratic management style. Liberal style. Anarchic style. The influence of leadership style on decisions. Organization life cycle and recommended management style.

**40. Property value and business value. Business valuation methods.**

The property of the enterprise: the economic content, composition, classification, the main provisions of the assessment. Property Complex. Signs of property classification of a business entity. Real estate. Property rights. Valuation of the enterprise. Normative-calculated cost. Initial cost. Replacement cost. Actual value. Assessed value. Special cost. Liquidation value. Recycling cost. The process of assessing the property of the enterprise: the main stages and principles. Cost approach to the valuation of

property of the enterprise. Comparative (market) approach to business valuation. Business valuation income approach. Discount cash flow method.

**41. Strategic management: essence, evolution of development.**

The concept of "strategy". Strategic management: objects and subjects. The mission of the organization. Principles and approaches of the concept of strategic management: an integrated approach; future orientation; systems approach; future orientation; systems approach; customer orientation; functional approach; regulatory approach; information integration; dynamic approach; percentage approach; administrative approach. Short and long term planning. Strategic planning. Scientific schools and their analysis.

**42. The essence and definition of conflict. Conflict Management.**

Strategic management. The negative consequences of the conflict. Conflict and consensus. The typology of conflict. Conflict classification. Intrapersonal conflict. Interpersonal conflict. The conflict between the individual and the group. The conflict between the individual and the group. The focus of conflicts: horizontal, vertical, mixed. Causes and types of conflicts. Personal styles of behavior in the conflict. Leader in conflict. Conflict personality. Constructive conflict resolution.

**43. The essence and features of management decisions. Classification of management decisions. Methods and models of management decision making.**

Management decisions, their classification. Requirements for management decisions. Classification of management decisions according to various criteria. Management decisions on the degree of certainty of the information used. The degree of uniqueness of decisions. The degree of creativity. Simple and complex solutions. Strategic and dynamic solutions. Decisions on the degree of coverage of the control object. Decisions as a thought process. Basic requirements for management decisions. The process of developing, making and implementing decisions. Risk management: the essence and basic principles.

**44. The essence and principles of the tax system. The tax system of the Republic of Belarus.**

Essence and types of taxes. Principles of taxation. The most important functions of taxes. The fiscal function of taxes. Regulatory tax function. Principles of modern taxation system. Elements of taxation. Types of taxes. Direct and indirect taxes. General and specific taxes. The tax system of Belarus and ways to improve it. The composition of the tax system of the Republic of Belarus in accordance with the tax code. Republican, local taxes and fees. Special tax regimes.

**45. The essence of management methods, their classification.**

Management methods: administrative, economic and socio-psychological. Principles of selection and implementation of management methods.

Administrative methods of management, their essence, advantages and disadvantages. Economic management methods, basic concepts. Socio-psychological methods of management: the concept and classification.

**46. The essence of the planning function. Strategic and tactical planning: general and special.**

Goals, objectives and general scheme for implementing the planning function in the enterprise. Forms and types of plans. Operational scheduling, short-term and medium-term planning. Perspective plan and strategic planning system. Organization planning in the enterprise. Business planning.

**47. The essence, subject and structure of financial management. Goals and objectives of financial management.**

The purpose of financial management. Financial resources of the enterprise (organization). Sources of financial resources. The main directions of use of financial resources. The main functions of financial management. Financial analysis and planning based on financial reporting indicators. Portfolio management. Making decisions on sources of financing. Formation of the capital structure of the enterprise. Developing a policy of attracting external capital. Asset protection. Payment of taxes.

**48. Theory of production (company). The relationship of factors of production and output.**

Entrepreneurship and its forms. Enterprise (organization, firm) as an economic entity. The main purpose of the enterprise. Production resources. Production function Ultimate performance and diminishing returns. Common, medium and marginal product. The maximum volume of production and an increase in the number of employees. The theory of marginal productivity of production resources.

**49. Project management and project life cycle. Key indicators of economic efficiency of projects.**

The definition of "project". Define the purpose of the project. The main participants of the project. The essence of project management. Project classification. Project life cycle. Pre-investment, investment and operational phases of the project. Structuring the project. The main indicators of the economic efficiency of the project: net present value; internal rate of return; payback period. Social aspects of the project.

**50. Managerial study of the strengths and weaknesses of the enterprise. SWOT analysis.**

Systematization and structuring of knowledge about the current situation and trends in the organization. Grouping of internal and external factors into positive and negative. The weaknesses of the enterprise. The strengths of the enterprise. Positive and negative external factors. Factors for conducting SWOT - analysis. Modification of the classic SWOT-analysis.

**51. Factors determining the success of a firm in a foreign market.**

The theory of comparative advantage. Production costs. Productivity. Quantity of goods (services). Protectionism.

**52. The financial sustainability of the enterprise and the factors.**

Financial resources of the enterprise. The financial stability of the company - the balance. Regulatory factors of financial stability.

**53. Forms of international regulation of business: agreements on the elimination of double taxation, investment agreements.**

Trends and factors of globalization of the world economic space. World Trade Organization (WTO). Preferential trade agreements. Customs Union. Free trade zones. Common Market. Economic Union. Intercountry agreements. Agreement on the elimination of double taxation. Investment agreements.

**54. Management functions. General characteristics and interconnection.**

Management functions: general, special, competitive. Forecasting (planning). Organization. Motivation. Monitoring and analysis. Special functions in accordance with the scope of the organization. Specific functions in accordance with managed resources. The relationship of power, authority and responsibility.

**55. The function of motivation, the basic theory of motivation.**

Motivation: administrative, economic and socio-psychological methods. Motive structure: need; reward (benefit); action required to obtain the good. Tangible and intangible incentives. The hierarchy of needs for A. Maslov. Theory X and Y. Theory of Justice. Development of creative incentives.

**56. Characteristics, types and conditions of application of international transactions.**

International trade deals. Foreign economic contract. Typical standard contract terms. Unilateral and multilateral international transactions. International purchase and sale. International leasing. International shipping. International payments. Commission agreement. Insurance contract Commission agreement. Agreement on the provision of technical assistance in the construction of industrial facilities.

**57. Value chains (global and national): concept, evolution, assessment indicators.**

Trends in the evolution of global value chains, basic development strategies, the impact of the participation of economic actors in global value chains on the development of the national and world economy, international statistics for trade in value added OECD-WTO TiVA (trade in value added).

**58. The economic (business) environment of the enterprise. Subjects of the environment.**

The concept of "economic environment". Factors contributing to the economic activities of the organization. Macroeconomic elements of the environment. Microeconomic elements of the environment. Strategic analysis of the external environment. Industry Analysis. Competitive analysis. Consumer analysis. PEST - analysis.

**59. The economic goals of society. The main priorities of the socio-economic development of the Republic of Belarus for 2016-2020.**

The economic system of society: the general concept, structure, basic types. The main goal of the economic system of society. Elements of the system. The purpose of the activities of the subjects of the system. The role of the state. The system of forecasts and development programs of the national economy. Indicative planning and its essential functions. State forecast system. National strategy for sustainable socio-economic development of the Republic of Belarus. The program of socio-economic development of the Republic of Belarus for 2016-2020. Targeted programs for the development of the Belarusian economy (GDP, inflation, the Belarusian ruble rate, real incomes of the population, etc.). Digital economy.

**60. The economic cycle and its phases. The main ways to stabilize the economy.**

Market economy cyclical. The economic cycle. Phases of the business cycle: crisis, depression, recovery and recovery. Recession and recovery. Seasonal fluctuations in business activity. Theories of economic cycles. Short, medium and long cycles. The concept of regulating cyclical fluctuations. Regulation of aggregate demand. Regulation of aggregate supply.. Investment activity of enterprises: its nature, sources of financing, efficiency management.

## **Regulatory and legislation**

1. The Constitution of the Republic of Belarus of 1994 (as amended and adopted in republican referendums on November 24, 1996 and October 17, 2004). – Minsk: Amalthea, 2005. – 48 p.
2. National strategy for sustainable socio-economic development of the Republic of Belarus for the period up to 2030. <http://www.economy.gov.by/ru/>

## **Literature**

1. Mankiw, N. Gregory. Principles of Economics. Mason, OH: South-Western Cengage Learning.
2. Samuelson, Paul A., and William B. Nordhaus. Economics. New York: McGraw-Hill.
3. Kotler, Ph. Marketing Management / Ph. Kotler, K.L. Keller. – 14th ed. – Prentice Hall, 2012. – 816 pp.
4. Heizer J., Render B. Operations Management 10th ed — New Jearsey: Pearson, 2012. – 696 p.
5. Frank T. Rothaermel Strategic Management, 3rd Edition. – N.Y.: Mc. Graw Hill, 2017 – 857p.
6. Porter, M On Competition/ M. Porter. – Updated and Expanded ed. Harvard Business Review Press, 2008. – 576 p.