

Faculty/Institute:	Faculty of Social and Economic Studies
Course title:	Corporate Economics
Course code:	KEMA/W0018
ECTS:	4
Level of course:	Bachelor and master
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	This optional course analyses the essential economic views of various types of organizations and their functioning within the framework of our free-market system. The main attention is paid both to the problems of marketing and human resources.
Abstract:	<ol style="list-style-type: none"> 1. Organizational setting, the nature of formal and informal organizations as open systems 2. Context of the organization, classification of organizational goals, objectives and policy 3. Organizational structure, levels and principles of organization, dimensions of structure 4. Marketing: A philosophy of Business I, customers and consumers, marketing and selling 5. The need for product development - Marketing II, product life cycle - its extension 6. Adoption and diffusion of innovations - Marketing III, categories of innovations 7. Product development - Marketing IV, product development process - strategy, tactics 8. Strategy, strategy makers, levels of strategy, long-term objectives 9. Strategic planning, product-market matrix, strategic plan and operational plans 10. Human resource department activities, training and development, employment activity 11. Organizational change and development, a model for managing people change 12. Industrial pricing, price as a measure of value, a framework for setting industrial prices 13. Production, types of production, aids to production 14. Wages: Theory and practice, factors affecting wage determination, wage theories