

SUGGESTIONS AND RECOMMENDATIONS FOR CREATION OF STUDY PROGRAMS

- Pay more attention to the creation of organizational and governance structures of enterprises focusing on progressive types of flexible structures (of the project and matrix type).
- Comprehensively process the strategic management system as well as creation of business and functional strategies, and interconnection between strategic, tactic and operative management.
- Provide students with comprehensive practical skills for certification of products, services and processes, from submission of application to final processing of documents.
- Include a comprehensive methodology of business plan formulation (especially for the needs of grant applications from EU funds and the state budget) into the study program.
- Form a positive students' attitude towards the precious and systematic work at monitoring and evaluation of business results and external impact.
- Strengthening human resource management programs (from search and selection of staff, through their adaptation, development and education, to evaluation).
- Enrich the lessons by practical skills in communication, motivation and leadership. We recommend paying more attention to training sessions with business partners and solving conflicting situations at the workplace.
- In marketing, to pay more attention to pricing (use of pricing policy tools) and distribution policy (not only to promotion and advertising).
- Include quality management and innovation management into the study program.

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