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BUSINESS ECONOMICS – INTERNATIONAL V4 STUDIES

SELECTED CHAPTERS FROM BUSINESS ECONOMICS

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Title: Selected Chapters from Business Economics

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FOREWORD

The Business Economics textbook is intended for the graduate students of Faculty of Economics and Management of Slovak University of Agriculture. Main topics are in compliance with course Business Economics. The main idea of textbook is clarifying the theoretical background of economics in the enterprise. Any entrepreneurial activity requires basic knowledge of economics and related branches as accountancy and finance. The handbook is therefore organized into 11 chapters aimed to walk the readers through fundamentals of economic activities provided by business. First four chapters deal with theories of firm, basic economic variables and relationships among them. Once the basic categories are explained, the next three chapters are devoted to basic accountancy statements in an enterprise, their contents and their practical use to evaluate firm´s performance. The last four chapters involve practical oriented business stories, funding the business and life cycle of the enterprise, risk assessment and it also depicts the picture of the enterprise within the international environment.

The course objectives are to give the students an understanding of economic principles and their effect on business, to teach students what has economics got to do with business, to teach them to be oriented in economic categories that explain consumers and firms' decision-making. Students will have acquired the skills which are necessary for understanding the applied business economics as well as the international business economics.

Authors

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