



FACULTY OF MANAGEMENT AND RURAL DEVELOPMENT

Essay topics for admission to the Master program: Management of Rural Hospitality Industry

The admission essay aims to identify the degree to which the candidate is attracted/interested in enrolling in this programme and wishes to deepen the knowledge already acquired during the Bachelor studies cycle.

The candidate will write an essay (in English) of about 1-2 pages (400-500 words) describing, from his/her point of view, the important aspects and indicators of a successful business, how these indicators can be monitored and what measures can be taken to improve the company's situation in a sustainable and market-resilient manner.

In writing the essay, candidates need to refer to one of the following aspects (of their choice):

- Income
- Expenditure
- Current assets
- Non-current/ Fixed assets
- Total capital
- Equity capital
- Turnover
- Profit
- Rate of return
- Productivity
- Bank loan
- Liquidity
- Solvency
- Other indicator considered relevant by the candidate.