



**European  
Funds**  
Knowledge Education Development

**European Union**  
European Social Fund



**Management, SIB**

**Second degree studies**

**Basic subject area courses – examination areas (10)**

1. Characterize the concept of Fair Trade and give examples.
2. Characterize the concept of Millennium Goals - describe selected goals (minimum 3).
3. Characterize determinants of labour supply and labour demand. Enumerate types of unemployment.
4. Enumerate types of monetary policy, characterize determinants of its implementation.
5. Enumerate the contemporary management concepts and describe one of them.
6. Explain definitions: natural person, legal capacity and capacity for legal acts.
7. Enumerate examples of legal activities in the field of capacity for legal acts.
8. Describe the evolution of outsourcing and give benefits and limitations of this concept.
9. Present the attributes of knowledge and process of knowledge management.
10. Discuss examples of studies in which it is possible to use mathematical statistics methods.

**Fields of study area courses – examination areas (10)**

1. Characterize the principles of ethnocentric orientation in international marketing.
2. Describe the rules of segmentation of international market on a chosen example.
3. Enumerate tools useful for macro-environment analysis. Describe one of them.
4. Characterize the tool: "5 forces of Porter".
5. Enumerate negotiations' techniques and describe one of them.
6. Enumerate the types of innovations.
7. Characterize the sources of start-ups' financing.
8. Discuss ratio analysis as a tool used for assessment of financial performance.
9. Determine the difference between management accounting and financial accounting.
10. Determine the concept of BATNA.

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#### **Other subject area courses – examination areas (20)**

1. Describe the methodology of benchmarking and indicate different types of benchmarking.
2. Enumerate three examples of differences in business savoir vivre between countries.
3. List the properties of artificial neural networks. Explain the ability of the neural network to generalize the data.
4. Discuss the fundamentals of knowledge engineering and knowledge acquisition in expert systems.
5. Define the role of green economy in international and European Union policy by giving the definition, the main documents and their assumptions.
6. Characterize the tools of nowadays marketing (describe two of them).
7. Describe quantitative and qualitative techniques of marketing research.
8. Determine the meaning and the stages of design thinking concept.
9. Determine the characteristics of the minimum viable product approach in New Product Development.
10. Characterize the services design –its nature and benefits.
11. Determine the key classification of intellectual capital in organization.
12. Determine the factors affecting employee performance.
13. Define the quality of products and services from the point of view of the client's needs.
14. Determine the distinguishing features of the quality of goods and services in contemporary economy.
15. Describe the basic assumptions of the ISO 9001 standard.
16. Characterize project management activities on a different levels of innovative projects.
17. Determine the roles of team members in Agile Project Management.
18. Enumerate the differences and similarities of selected social media platforms: Facebook, LinkedIn and YouTube in the context of social interactions, information sharing and professional purposes.
19. Enumerate and describe ways of body language communication.
20. List and describe ways how to be a better public speaker (verbal and non-verbal communication).