

**Course: Management**

**Second degree studies**

**Speciality: Smart and innovative business**

### **Basic subject area courses – examination areas**

1. Present the attributes of knowledge and process of knowledge management.
2. Big Five model of personality- please explain in details.
3. External and internal barriers of enterprises innovativeness.
4. Models of the innovation processes.
5. Contract - the essential elements of a valid contract.
6. Natural person, legal person, legal capacity and capacity for legal acts of a natural person.
7. Main features of Business Process Orientation (min. 6).
8. Stages of the BPM lifecycle.
9. Strategies in international marketing.
10. Types and roles of manager abroad.
11. Macroeconomic policies in times of crisis.
12. Diversification of the European Union labour markets - reasons, indicators, policies
13. Concept of Corporate Social Responsibility – CSR tools.
14. Examples of basic liquidity ratios including methods of their calculation.
15. Costs and expenses. Please explain why it is important to differentiate them for the firm.
16. Methods used to analyze the microenvironment.
17. Principles of strategic management.
18. Primary causes of conflict at work.
19. Types of the random variables and give examples for probability distributions/density functions.
20. Steps of hypothesis testing.

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### **Speciality subject area courses – examination areas**

1. Methodology of process benchmarking.
2. Define the quality of product/service and describe the basic requirements of the ISO 9001 standard.
3. Definition of the green economy, describe its principles and key areas.
4. The key criteria of business excellence.
5. Cultural differences in business etiquette between European and Asian countries.
6. Role of verbal and non-verbal communication in international business.
7. Employee performance management cycle.
8. Methods of anticipating the future and describe one of them.
9. Goals of foresight research, the difference between foresight and forecasting the future.
10. Advantages of internationalization for SME.
11. Components of Business Model Canvas approach for business planning.
12. Indicate the essence and discuss the main principles of Agile Project Management.
13. Four (4) main kinds of management methods.
14. 4C concept.
15. Types of organizational trust.