

## DIPLOMA EXAM TOPICS

Programm	<b>Bachelor of Management and Marketing</b>			<b>Academic year 2020/2021</b>
Degree	<b>Licencjat (BA equivalent)</b>	Type	<b>Full-time studies/part-time studies</b>	
Comments				

1. Process-based management.
2. Organizational Environment: types, components and relevance to organization strategy.
3. The relevance of functions of management.
4. The functioning of the market mechanism and reasons for its failure.
5. Types of demand elasticity and their applications.
6. National accounts basic indicators.
7. Definition and types of unemployment.
8. Money- types, functions, features, variable time value of money.
9. Interest rate - definition, functions, types.
10. The accounting policies.
11. Asset and income classification.
12. Conclusion of contracts in Poland - mode and form.
13. Ownership and other property rights - definition elements.
14. Analysis of phenomena over time (indexes, trends).
15. Correlation and regression analysis.
16. The life cycle of the company.
17. The goals of the enterprise and their role in organisational development.
18. Marketing-mix – the tool set in marketing management.
19. Brand positioning.
20. Human resources management process and functions.
21. Leadership styles.
22. Types of organisational culture.
23. Strategic and operational marketing.
24. Stages of marketing research process.
25. Sources and mechanisms of power in the organisation.
26. Ethics in organisational behaviour.
27. Project management success criteria.
28. Tools and methods of project management.
29. Principles of quality management.
30. Methods and tools of strategic analysis.
31. Mission and vision functions for organisational strategy.
32. Managing and optimizing brand portfolio.
33. Consumer decision-making process.
34. The role of controlling in organisation management.
35. Risk in finance management.
36. Market inefficiencies: monopolies, public goods, externalities.
37. Rationality and intuition in decision-making.
38. Concept and sources of entrepreneurship.
39. The role of ICT in management.
40. Knowledge management functions.
41. Characteristics of: learning organisation, intelligent organisation and virtual organisation.

42. The process and challenges of entering foreign markets.
43. Characteristics of lean operations management.
44. The role of non-profit organisations in free-market economy.
45. Business plan structure and functions.
46. The role of internet and social media in marketing communication.
47. E-commerce market.
48. Innovation management: elements and tools.
49. PR management in crisis.
50. Managing diversity in teams.