

DIPLOMA EXAM TOPICS

Programm	Bachelor of Business Management			Academic year 2020/2021
Degree	Licencjat (BA equivalent)	Type	Full-time studies/part-time studies	
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. Human resources management process and functions.
20. Leadership styles.
21. Types of organisational culture.
22. Sources and mechanisms of power in the organisation.
23. Project management success criteria.
24. Tools and methods of project management.
25. Methods and tools of strategic analysis.
26. Concept and sources of entrepreneurship.
27. Characteristics of lean operations management.
28. Business plan structure and functions.
29. Innovation management: elements and tools.
30. Managing diversity in teams.
31. The role of intergated information systems – ERP, CRM and SCM.
32. Principles of bankruptcy law.
33. Characteristics of value based management and financial engineering.
34. Financial result determination methods.
35. Motivation and compensation of employees.
36. Design thinking as a problem-solving method.
37. Strategies of internationatisation of enterprises.
38. The role of logistics in managing organisations.
39. Product positioning.
40. Ethical aspects of marketing.
41. Negotiation strategies.

42. Decision-making process.
43. Team roles and teambuilding theory.
44. Rational and creative problem solving.
45. Decision making techniques.
46. Work productivity and factors influencing it.
47. Organisational structure of an enterprise.
48. Strategies of intercultural negotiations.
49. Sources of financing for small and medium enterprises.
50. Occupational stress management.