

## DIPLOMA EXAM TOPICS

Programm	<b>International Business</b>			<b>Academic year 2020/2021</b>
Degree	<b>licencjat (BA equivalent)</b>	Type	<b>Full-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. Corporate social responsibility concept and arguments for and against its implementation
17. Corporate social responsibility models
18. International inequalities in level of development
19. Policies and strategies to overcome backwardness according to leading development theories
20. Forms of economic integration
21. Institutional structure of the European Union
22. Gains from economic integration in the European Union
23. Functions of financial institutions
24. Principals of good corporate governance
25. Advantages of entering a stock exchange
26. Differences between investing in stocks and investing in bonds
27. Determinants of different modes of foreign direct investment
28. Role of multinational enterprises in a host economy
29. Microeconomic theories of foreign direct investment
30. Strategies for conducting business in foreign markets
31. Strategies for building competitive advantage by enterprises proposed by M. E. Porter
32. Role of international commercial terms (e.g. Incoterms) in international trade
33. Contractual clauses in international trade
34. International logistic systems
35. ABC-XYZ method in supply chain management
36. Product strategies in international markets
37. Pricing strategies in international marketing
38. Payment methods for international trade transactions
39. Roles and responsibilities of banks involved in conditional payment methods
40. Methods of strategic analysis
41. Mission and vision in an organisation

42. Technology (technological knowledge) versus human capital
43. Tools of fiscal and monetary policies
44. Price elasticity of demand: definition, interpretation, applications
45. Role of the opportunity cost in decision making
46. Elements of project management in international aspects
47. Elements of the stakeholders analysis
48. Social policy: basic functions, models, tools
49. Determinants, principles, goals and instruments of spatial policy
50. Features and functions of a modern city