

DIPLOMA EXAM TOPICS

Programm	Bachelor of Business Management		
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. Process of marketing value creation
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 integrated information systems – ERP, CRM and SCM.
32. Characteristics of value based management and financial engineering.
33. Financial result determination methods.
34. The role of logistics in managing organisations.
35. Stages of marketing research process.
36. Market segmentation and consumer profiles
37. Principles of quality management.
38. Mission and vision functions for organisational strategy.
39. Consumer decision-making process.
40. Implementing change in organisations
41. Ethics in organisational behaviour.
42. Sources of financing for small and medium enterprises.
43. Open innovation

44. Strategic and operational marketing planning
45. Work productivity
46. Organisational structure of an enterprise.
47. Occupational stress management.
48. Types of financial statements
49. Employee motivation methods
50. Internationalisation of business