

DIPLOMA EXAM TOPICS

Programm	Master of Business Management		
Degree	magister (MA equivalent)	Type	Full-time studies/part-time studies
Comments			

1. Research methods in social sciences.
2. Stages of the research process.
3. Sources of power in the organisation.
4. Contracts of lease and leasing.
5. Typology of capital groups.
6. Corporate governance principles.
7. Types and capabilities of business networks.
8. Organisation as an open system.
9. Key elements of outsourcing.
10. Typology of virtual organisations.
11. Mechanistic vs. organic organisation.
12. Business process reengineering: benefits and risks.
13. Types of benchmarking.
14. Ethical codes of enterprises.
15. CSR scope and reporting standards.
16. Types of multinational corporations.
17. Material and nonmaterial tools of motivating people.
18. Distribution logistics.
19. Supply chain management process.
20. Enterprise goals and values in management system design.
21. Systems for continuous improvement of the enterprises.
22. Cost classification for decision making.
23. Balanced Scorecard and non-financial performance measures.
24. Types and elements of organisational culture.
25. Functions and characteristics of a leader.
26. Lean management characteristics.
27. Country of origin effect.
28. Hofstede's cultural dimensions.
29. Adaptation versus standardization in international marketing.
30. The main services' features and their marketing implications.
31. The instruments of extended Marketing-mix for a service offer.
32. Hierarchical (multi-level) view of strategy
33. Business level strategies
34. Innovation strategies of multinational enterprises.
35. Entry modes into foreign markets.
36. Website traffic analysis in marketing
37. Search Engine Marketing and Search Engine Optimization
38. Process analysis methods
39. Process roles and process mapping
40. Standard econometric models