

Questions for the final bachelor's exam on the specialty of „ Business management in integrated Europe".

1. origins of the sciences of organization and management
2. precursors of management sciences
3. schools / directions / in the field of organization and management
- 4 The essence and functions of management
5. the function of planning and its implementation in strategic and operational management
6. function of organizing
7. motivational function
8. control function
9. entrepreneur and entrepreneurship
10. theories of enterprise objectives
11. mission of the enterprise
12. the environment of the enterprise
13. uncertainty and risk in enterprise operations
14. classification/ typology/ of enterprises
15. organizational structure of the enterprise
16. centralization and decentralization in enterprise management
17. leadership in an organization
18. leadership styles
19. changes in the organization and their management
- 20 The concept and types of enterprise strategy
21. competition, competitiveness of the enterprise and its competitive potential
- 22 The essence of competitive advantage of the enterprise
23. instruments of competition
24. marketing concept of organization development
25. classical marketing vs. relationship marketing
26. innovation management

- 27 Human resource management
- 28. quality management
- 29. knowledge-based management
- 30 Information management systems
- 31. accounting in the modern enterprise
- 32 Financial and managerial accounting
- 33 Corporate financial management
- 34. project management
- 35 Benchmarking
- 36 Organizational culture
- 37 Corporate social responsibility
- 38. ethics of the organization