

Specialization eM&SM

Management II degree full-time and part-time studies

Specialty questions

1. What is the importance of communication through Social Media for the development of the enterprise ?
2. What are the types and ways of operation of an enterprise in :Social Media ?
3. what are the tools for monitoring the activities of the enterprise in Social Media ?
4. what can be distinguished psychological aspects of advertising in- Social Media ?
5. How is the strategy of the enterprise built in Social Media ?
6. how do enterprises take competitive actions in Social Media ?
7. what are the pitfalls and threats vwnik for the enterprise in e-environment ?
8. what actions do enterprises take to compete in the e-environment ?
9. what are the main differences of enterprise management in the traditional economy vs. in the e-environment ?
10. what are the types of activities of the enterprise in the e-environment ?
11. What are the forms and types of advertising of the enterprise through e-environment ?
12. What are the business models in e-business ?
13. what are known e-business strategies (development activities) ?
14. what actions do companies take to differentiate their position or product in the e-environment ?
15. what are the known sales models in the e-environment ?
16. what are the benefits of operating a company in the e-environment ?
17. e-marketing model vs. strategy
18. business model of Internet companies according to Osterwalder and Pigneur
19. e-marketing model of online fashion startups
20. business model of the auction site Allegro.pl and the Allegro Group
21. multi-sided platforms (Google. Wii vs. PSP/Xbox, Apple)
22. free as a business model (Fremmium, Open Source) on the example of Skype
23. freemium scheme
24. evaluation of e -marketing model using Amazon.com as an example.
25. in what view do you consider E-business, as a transitional situation that has now prevailed in the business world, or as the next stage of economic development, aided by the achievements of information technology, justify your answer

- 26 Describe the "Fifth Wave" in Schumpeter's concept of waves of economic development, and indicate its relationship to the development of electronic markets
27. has the development of the Internet and the emergence of the Internet market changed the range of influence of companies and the competitive position in the Internet environment, justify your answer
28. provide a definition of the electronic market in a broader scope
29. provide a definition of the electronic market in a narrower scope
30. describe the principles of the two basic e-business models, B2C and B2B
31. give examples of e-government e-services
32. give examples of e-health and e-education e-services
33. what is strategy in e-business?
34. general types of strategy in e-business
35. what is team -upstrategy in e-business?
36. examples of activities that are elements of e-business processes
37. what is the construction of strategy in e-business
38. elements of e-business strategy
39. success factors of strategy implementation in e-business
40. key competencies of an e-manager