

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

- 1 The concept and types of strategy in an enterprise
2. the essence of strategic management in an enterprise
3. methods of strategic analysis
4. internal and external development of the enterprise
5. strategic alliances of enterprises
6. mergers and acquisitions of enterprises
- 7 Differences between distributive and integrative negotiations
8. principles of negotiation
9. basic organizational and legal forms of SMEs
10. small and medium-sized enterprises in the European Union
11. stages of EU policy towards small and medium-sized enterprises
12. role and tasks of managers in modern organizations
13. types of managers according to management levels
14. leadership of organizations
15. styles of management
16. international enterprises
- 17 International competitiveness
- 18 Strategies in international trade
19. entry of enterprises into foreign markets
20. management in international enterprises
21. pro-partner culture vs. pro-transaction culture
22. ceremonial versus egalitarian cultures
23. barriers to communication with representatives of different cultures
- 24 Systemic management
25. process management
26. concept of a learning enterprise

27. virtual, network organization

28 - Outsourcing

29 SWOT method

30. benchmarking