

Direction Management

General questions for the diploma exam - bachelor's degree

1. rarity of goods as a basis for economic choices.
2. The market, the structure of markets and the model of the market economy.
3. Monopolistic practices and their legal restriction.
4. Division of motivation instruments.
5. Remuneration as a means of motivation: structure, functions, forms and systems.
6. The main differences between information system and information system.
7. The impact of modern information and communication technologies on the modern economy.
8. Assumptions of the concept of total quality management (TQM).
9. Marketing environment of the company: components and importance.
10. marketing-mix: 4P concepts.
11. functions of the entrepreneur in the economy.
12. functions and structure of a business plan.
13. the role of financial analysis in a company.
14. profitability indicators as sources of management information.
15. capital in the enterprise and its structure.
16. The essence and importance of positive leverage.
17. Methods of assessing the profitability of investments as sources of information.
18. assets and capitals of the enterprise.
19. Balance sheet and profit and loss account in the enterprise.
20. investment of the capital of the enterprise - physical and monetary investments.
21. functions of public finance.
22. vision and mission of the company.
23. basic sources of law.
24. enterprise, entrepreneur, entrepreneurship - explain the terms.
25. essence and functions of management.
26. SWOT analysis.
27. What is the balance sheet of an enterprise and list its elements.
28. What is a profit and loss account and present its construction.

29. discuss the income and expense ledger.
30. What is meant by liquidity of an enterprise.
31. Explain the concept of leverage.
32. discuss Maslow's pyramid of needs.
33. use of statistics in management science.
34. management concepts according to the literature.
35. Characteristics of an enterprise's environment in a market economy.

Direction Management

General questions for the diploma exam - master's degree.

1. Competition and cooperation in imperfectly competitive markets.
2. Sources of power of the manager and their characteristics.
3. Types of change in the organization and techniques of change management.
4. Organizational culture as the basis for shaping the behavior of employees and managers.
5. ethics of behavior in the organization.
6. styles of management.
7. Basic parameters and types of projects.
8. project management methods.
9. methods, techniques and tools for recruitment and selection of employees.
10. The impact of modern information and communication technologies on the modern economy.
11. The essence of the concept of total quality management (TQM).
12. quality management according to ISO standards.
13. marketing-mix: 4P and 4C concepts.
14. Demographic characteristics of buyers and their impact on purchasing decisions.
15. Market segmentation: goals and process and criteria for segmenting buyers.
16. brand positioning: concept and methods of positioning.
17. Phases in the product life cycle and their characteristics.
18. functions and importance of the brand in market activities.
19. Factors affecting the prices set in the company.

20. The process of planning marketing research: essential stages.
21. sampling methods in quantitative research.
22. Analysis of the economic and financial situation of the company for the needs of financial institutions.
23. portfolio analysis: applications, construction, varieties and criteria for evaluating ventures.
24. functions of the entrepreneur in the market economy.
25. functions and structure of the business plan.
26. role of financial analysis in a company.
27. break-even analysis and operating leverage analysis as sources of management information.
28. The relationship between the cost of capital in an enterprise and the structure of its financing.
29. The essence and importance of positive leverage.
30. Methods of assessing the profitability of investments as sources of information.
31. assets and capitals of the enterprise.
32. balance sheet and profit and loss account in an enterprise.
33. investment of the capital of the enterprise.
34. application of economic and statistical methods in management science.
35. the role of the state in creating entrepreneurial attitudes.