

## A set of questions for the diploma examination

### MANAGEMENT

#### **Organization and management**

1. The definition of organization.
2. Types of organizations.
3. The organizational social responsibility.
4. Organization life cycle.
5. The essence, goals and functions of management.
6. The systems approach to the organization.
7. Planning function in the organization, types of plans.
8. Organizing function, organizational structures.
9. Leadership and power in the organization, sources of power.
10. Control function in the organization, control process.
11. Describe the characteristics of the so-called turquoise organization.

#### **Economics**

12. The functioning of the market mechanism.
13. Elasticity of demand: price, income, cross.
14. Demand, supply and prices - mutual interdependence.

#### **Managerial competences**

15. Change management in an organization - methods.
16. Managing a culturally diverse team.
17. Time management - essence, methods.

#### **Human capital management**

18. Human capital management - goals, main processes.
19. Recruitment and selection of prospective candidates - goals, stages of the process and methods.
20. Employee adaptation process - goals and stages of the process.
21. Employee competency development / Employee competency management - goals, process stages and methods.
22. Talent management (Talent development program) goals, process steps and methods.
23. Personnel review - goals, stages of the process and methods.
24. Motivating employees.
25. Current and periodic evaluation of employees (performance appraisal).
26. Describe the so-called X, Y and Z generations, regarding their professional activity.
27. Discuss the motivational factors according to Herzberg's theory.
28. List 10 managerial roles according to Henry Mintzberg.
29. What is the 360 degree employee evaluation method?

## **Marketing**

30. 4xP concept (marketing mix).
31. The essence, course and goals of the market segmentation process.
32. Pricing and distribution strategies.
33. Promotion-mix instruments.
34. Study of the sales and brand image effects of integrated marketing communication.
35. Marketing strategies on international markets - types and conditions of application.

## **Marketing research**

36. The types of information sources and their characteristics.
37. Qualitative and quantitative methods in marketing research (essence, types).
38. Methods of selecting the research sample.
39. The structure of the research questionnaire.

## **Decision-making and organizational techniques**

40. The policy of delegation of decision-making authority in the organization.
41. Tools and techniques supporting the decision-making process.

## **CRM (Customer Relationship Management)**

42. The definition of CRM
43. CRM tools

## **Business diagnosis**

44. Features and conditions of a good diagnosis of the enterprise .
45. Diagnostic perspectives of the enterprise .

## **Modern management methods and techniques**

46. Modern methods of managing the organization.
47. Modern forms of organization: fractal and virtual.
48. Describe the terms: outsourcing and benchmarking.

## **Project management**

49. The definition and the characteristics of the project.
50. Basic tasks of the project manager.
51. Project life cycle phases.
52. SMART criteria.
53. Project management dimensions.

**Field of specialization: Company management**

1. Company financial risk assessment.
2. Company financial liquidity assesment.
3. Company profitability assessment.
4. Sources of financing the company's operations.
5. The essence and goals of quality management systems.
6. Stages of the implementation of the quality management system in the organization.
7. A. Osterwalder's business model template.
8. An empathy map as a tool to understand your client better.