

**SET OF QUESTIONS FOR THE DIPLOMA EXAMINATION FOR THE 2023 ACADEMIC  
RECRUITMENT  
FIELD OF STUDY MANAGEMENT - first cycle**

**Organisation and management**

1. Definition of an organisation.
2. Types of organisation.
3. Social responsibility of an organisation.
4. Organisational life cycle.
5. The essence, objectives and functions of management.
6. A systemic view of an organisation.
7. Planning in an organisation, types of planning.
8. Organising, Organisational structures.
9. Leadership and power in an organisation, sources of power.
10. Control function in an organisation, control process.
11. Please describe the characteristics of the so-called teal organisation.

**Economics**

12. The functioning of the market mechanism.
13. Elasticity of demand: price, income, and cross elasticity of demand.
14. Interdependence of demand, supply and prices.

**Managerial competence**

15. Tasks and Qualifications of Managers
16. Tools and Techniques for Assessing Managerial Competencies
17. Processes Involved in the Management of Managerial Competencies

## **Human capital management**

18. Human capital management - objectives, main processes.
19. Recruitment and selection process for job applicants - objectives, stages of the process and methods.
20. Employee adaptation process - objectives and stages of the process.
21. Employee competence development / Employee competence management - objectives, stages of the process and methods.
22. Talent management – objectives, stages of the process and methods.
23. Staff review – objectives, stages of the process and methods.
24. Employee motivation.
25. Continuous and periodic evaluation of employees.
26. Please describe the so-called X, Y and Z generations in terms of their professional activity.
27. Discuss motivational factors according to Herzberg's theory.
28. Please list 10 managerial roles according to Henry Mintzberg.
29. What is the 360 degree employee evaluation method?

## **Marketing**

30. PPPP concept.
31. The essence, course and objectives of the market segmentation process.
32. Pricing and distribution strategies.
33. Promotion-Mix Instrument
34. Examining the sales and branding effects of integrated marketing communications.
35. Marketing strategies in international markets - types and application conditions.

## **Marketing research**

- 36. Types of information sources and their characteristics.
- 37. Qualitative and quantitative methods in marketing research (essence, types).
- 38. Methods of selecting a research sample.
- 39. Structure of the survey questionnaire.

## **Decision-making and organisational techniques**

- 40. Principles of delegating decision-making authority in an organisation.
- 41. Tools and techniques supporting the decision-making process.

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

- 42. Definition of CRM.
- 43. CRM tools.

## **Business diagnosis**

- 44. Characteristics and conditions for a good company diagnosis.
- 45. Diagnostic perspectives of a company.

## **Modern management methods and techniques**

- 46. Modern organisational management methods.
- 47. Modern forms of organisation: fractal and virtual organisation.
- 48. Please describe the terms: outsourcing and benchmarking.

## **Project management**

- 49. Project - its concept and characteristic features.
- 50. Core tasks of a project manager.
- 51. Project life cycle phases.
- 52. SMART criteria.
- 53. Dimensions of project management.

### **SPECIALIZATION: Innovative business management.**

1. Assessment of the company's financial risks.
2. Assessment of the company's liquidity.
3. Assessment of the company's profitability.
4. Sources of funding corporate operations.
5. The essence and objectives of quality management systems.
6. Phases of implementation of a quality management system in an organisation.
7. Osterwalder business model canvas.
8. Empathy map as a tool to better understand customers.

### **SPECIALIZATION: HR management**

1. Personal benchmarking - the essence and application in social potential management.
2. Employee leasing - the essence and benefits for the organisation and employees.
3. Building an employer's image.
4. Corporate wellness - the essence and application in an organisation.
5. Steps in developing an HR strategy.
6. Methods of developing staff competence.
7. Employee training process.
8. The essence, objectives and types of personnel marketing