

MASTER'S DEGREE EXAMINATION

Study major: E-business

1. Stages of the strategic management process and their respective key challenges.
2. Company stakeholders – characteristics, relevance and controlling methods.
3. The essence of the strategic analysis of the company. Discuss the selected methods for examining the macro environment of a company.
4. The essence of the strategic analysis of the company. Discuss selected methods used to examine competitive environment of a company.
5. The essence of the strategic analysis of the company. Discuss selected methods of assessing the strategic potential of a company.
6. Diversification strategy – characteristics, types, advantages and disadvantages.
7. Internationalisation strategy – characteristics, types, advantages and disadvantages.
8. Vertical integration strategy – characteristics, types, advantages and disadvantages.
9. Sources and mechanisms of creating a competitive advantage for a company.
10. Logic of building cooperative relationships (transactional and competitive).
11. Mergers and acquisitions – objectives, characteristics, types, advantages and disadvantages.
12. Outsourcing and offshoring – objectives, characteristics, advantages and disadvantages.
13. Strategic control. Strategy control tools.
14. Challenges of implementing strategy.
15. What are the challenges for strategic management brought about by VUCA?
16. Compare the functional (structural) and process approach in management.
17. Define the notion of a business process and quote exemplary classification of business processes.
18. What is process mapping? Discuss the assumptions of BPMN.
19. What is process standardization? What are the pros and cons of high level of standardization?
20. Describe the concept of process management maturity and characterise the most important maturity models.
21. Characterize the key areas of human capital management in the Michigan model.
22. Enumerate methods of competency verification in the process of employee selection and characterise the methods most often used for this activity.
23. List the elements of the remuneration system and describe the most effective of them in e-business.
24. The concept and characteristics of e-business.
25. The lifecycle of technological revolutions.
26. Companies as systems.
27. Functioning of the organisation as a result of feedback loops.
28. Compare the concepts of business model and strategy.
29. Revenue models of Internet companies.
30. Characterise the business model of an online retailer.
31. Characterise the business model of an e-service provider.
32. Characterise the business model of a content provider.
33. Characterise the business model of a multi-sided platform.
34. Characterise the business model of a community animator.
35. Characterise the Business Model Canvas and Lean Canvas approaches.
36. Describe the creation of value in e-business in Amit and Zott's model.
37. Describe the competition between companies in the Hax and Wilde delta model.

38. Digital transformation as company restructuring.
39. Trends in consumer behaviour in the context of new technology developments.
40. The concepts of the value for a customer and the customer lifetime value.
41. Customer transaction costs online, including switching costs.
42. Customer portfolio segmentation.
43. Strategies for offering value propositions to the customers online.
44. Product virtualisation online and characteristics of digital products.
45. Network effect - essence, types, consequences.
46. Mass customisation online and co-creation of value for other users.
47. Omnichannelling and inter-channel conflict.
48. Pull and push promotional activities online.
49. Use of search engines in marketing.
50. Modifying the value chain in the market.
51. Characteristics of disruptive innovations.
52. Characteristics of the paid, owned and earned promotional instruments.
53. Types and applications of immersive technologies (virtual, augmented, mixed reality).
54. Blockchain - characteristics and applications.
55. Machine learning - types and applications.
56. The essence of social networks and their use in business.
57. The impact of ICT on the creation of new enterprises operating in the institutional buyers market.
58. The impact of ICT on incumbent companies operating in the institutional buyers market.
59. What ethical problems are associated with the dissemination of ICT for commercial purposes?
60. Legal environment of e-business.
61. What form of business activity should one choose for running an e-business?
62. Trust services (e-signatures, e-stamps, e-timestamps) and e-documents – the essence and application in e-business.
63. Consumer rights and obligations of a business owner in distance contracts.
64. Personal data processing principles in e-business.
65. Define the profit maximisation condition(s) and discuss the company's production decisions in the short and long term.
66. The use of price and demand elasticity in the process of decision making.
67. Using isoquants and isocosts, discuss the company's choice of production technique.
68. Describe the equilibrium of a company operating in a perfect competition in the short and long term.
69. Describe the equilibrium of a company operating in a monopolistic competition in the short and long term.
70. Characterise the equilibrium of a typical monopoly.
71. What is a natural monopoly?
72. Discuss the concept of deadweight loss, including deadweight loss due to the introduction of an indirect tax and the deadweight loss of the monopoly.
73. Discuss the prisoner dilemma applied to oligopoly and Nash equilibrium.
74. Using the concept of expected utility, describe the decision making under risk conditions (for different approaches to risks). Use the decision trees.
75. The essence of the blue ocean strategy.
76. Economic and social consequences of multi-sided platforms.
77. The concept and characteristics of startups.
78. Major methodologies and tools for managing a startup.
79. Characteristics of industry 4.0.

80. Digital economy and its bit-particle nature.
81. The role of public and private regulators in the digital economy.
82. Digital gaps in social and economic terms.
83. Characteristics of digital twins.
84. Characteristics of programmatic advertising.
85. How does the use of IT help to build a competitive advantage of companies?
86. What are the sources of IT value in particular models of enterprise value configuration?
87. How is IT management different from IT governance?
88. Weill and Ross IT governance framework – construction and application.
89. What methods (tools) can be used to measure business-IT matching?
90. What is the difference between traditional and service approaches to IT management in an enterprise?
91. What phases comprise the service life cycle according to ITIL and what parts are the subsequent phases made of?
92. What parameters can be used to describe the quality of IT services?
93. What is an IT services portfolio and what is its role in IT governance?
94. What are the benefits and risks of using cloud computing in businesses?
95. Open Government Data – idea and applications.
96. The essence and application of Big Data analyses.
97. The impact of computational intelligence on the rationality of decisions.
98. Characterise a virtual organisation.
99. Intelligent agent technologies.
100. The basic principles of ensuring cybersecurity.

Literature:

1. Doligalski T., Internet w zarządzaniu wartością klienta, Oficyna Wydawnicza SGH, Warszawa 2013;
2. Doligalski T., Modele biznesu firm internetowych działających na rynku odbiorców indywidualnych — ujęcie typologiczne, „Marketing i Rynek”, 12/2018, s.13-22;
3. Doligalski T. (red.), Modele biznesu w Internecie. Teoria i studia przypadków polskich firm, Wydawnictwo Naukowe PWN, Warszawa 2014;
4. Dynowski P., Kowalczyk-Pakuła I., Pacek G., Poradnik prawny dla e-biznesu, Wolters Kluwer, Warszawa 2016;
5. Marucha-Jaworska M., Rozporządzenie eIDAS. Zagadnienia prawne i techniczne, Wolters Kluwer, Warszawa 2017;
6. Orzechowski R., Budowanie wartości przedsiębiorstwa z wykorzystaniem IT, Oficyna Wydawnicza SGH, Warszawa 2008;
7. Papińska-Kacperek J., Polańska K., Analiza zaawansowania realizacji idei open government data w wybranych krajach, „Zeszyty Naukowe Uniwersytetu Szczecińskiego” nr 874, „Studia Informatica” nr 37, 2015, s. 103-114;
8. Rostkowski T. (red. nauk.), Dylematy wyższej kadry kierowniczej w zarządzaniu kapitałem ludzkim, Core Business Institute, Warszawa 2018;
9. Romanowska M., Planowanie strategiczne w przedsiębiorstwie, PWE, Warszawa 2017;
10. Samuelson W.F., Marks S.G., Ekonomia menedżerska, PWE, Warszawa 2009;
11. Szczepankowski P., Wycena i zarządzanie wartością przedsiębiorstwa, PWN, Warszawa 2019;
12. Świdorska G.K. (red.), Controlling kosztów i rachunkowość zarządcza, MAC/DIFIN, 2017.