MASTER'S DEGREE EXAMINATION
Study major: E-business

1. Stages of the strategic management process and their respective key challenges.
2. The essence of the strategic analysis of the company. Discuss the selected methods for examining the macro environment of a company.
3. The essence of the strategic analysis of the company. Discuss selected methods used to examine competitive environment of a company.
4. Describe the concept of process management maturity and characterise the most important maturity models.
5. Diversification strategy – characteristics, types, advantages and disadvantages.
6. Vertical integration strategy – characteristics, types, advantages and disadvantages.
7. Sources and mechanisms of creating a competitive advantage for a company.
8. Logic of building cooperative relationships (transactional and competitive).
9. Mergers and acquisitions – objectives, characteristics, types, advantages and disadvantages.
10. Outsourcing and offshoring – objectives, characteristics, advantages and disadvantages.
11. What are the sources of IT value in particular models of enterprise value configuration?
12. Strategic control. Strategy control tools.
13. Characterise the business model of a content provider.
14. Define the profit maximisation condition(s) and discuss the company's production decisions in the short and long term.
15. Challenges of implementing strategy.
16. What are the challenges for strategic management brought about by VUCA?
17. Compare the functional (structural) and process approach in management.
18. Define the notion of a business process and quote exemplatory classification of business processes.
19. What is process mapping? Discuss the assumptions of BPMN.
20. What is process standardization? What are the pros and cons of high level of standardization?
21. Describe the concept of process management maturity and characterise the most important maturity models.
22. Characterize the key areas of human capital management in the Michigan model.
23. Enumerate methods of competency verification in the process of employee selection and characterise the methods most often used for this activity.
24. List the elements of the remuneration system and describe the most effective of them in e-business.
25. The concept and characteristics of e-business.
26. The lifecycle of technological revolutions.
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. Digital transformation as company restructuring.
32. Trends in consumer behaviour in the context of new technology developments.
33. The concepts of the value for a customer and the customer lifetime value.
34. Customer transaction costs online, including switching costs.
35. Customer portfolio segmentation.
36. Characteristics of the oligopoly of big tech companies (formerly known as GAFAM).

37. Product virtualisation online and characteristics of digital products.
38. Network effect - essence, types, consequences.
39. Mass customisation online and co-creation of value for other users.
40. Omnichanelling and inter-channel conflict.
41. Measures used to assess the profitability of technological investment projects.
42. Use of search engines in marketing.
43. Characteristics of disruptive innovations.
44. Characteristics of the paid, owned and earned promotional instruments.
45. Types and applications of immersive technologies (virtual, augmented, mixed reality).
46. Blockchain - characteristics and applications.
47. Characterise the business model of a community animator.
48. Machine learning - types and applications.
49. The essence of social networks and their use in business.
50. Characterise a virtual organisation.
51. The impact of ICT on incumbent companies operating in the institutional buyers market.
52. What ethical problems are associated with the dissemination of ICT for commercial purposes?
53. Legal environment of e-business.
54. What form of business activity should one choose for running an e-business?
55. Trust services (e-signatures, e-stamps, e-timestamps) and e-documents – the essence and application in e-business.
56. Consumer rights and obligations of a business owner in distance contracts.
57. Personal data processing principles in e-business.
58. Characterise the business model of a multi-sided platform.
59. The use of price and demand elasticity in the process of decision making.
60. Using isoquants and isocosts, discuss the company's choice of production technique.
61. Describe the equilibrium of a company operating in a perfect competition in the short and long term.
62. Characterise the Business Model Canvas and Lean Canvas approaches.
63. Describe the equilibrium of a company operating in a monopolistic competition in the short and long term.
64. Characterise the equilibrium of a typical monopoly.
65. What is a natural monopoly?
66. Discuss the prisoner dilemma applied to oligopoly and Nash equilibrium.
67. Using the concept of expected utility, describe the decision making under risk conditions (for different approaches to risks). Use the decision trees.
68. What parameters can be used to describe the quality of IT services?
69. Internationalisation strategy – characteristics, types, advantages and disadvantages.
70. Valuation methods for technology companies.
71. How does the use of IT help to build a competitive advantage of companies?
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. How is IT management different from IT governance?
74. Weill and Ross IT governance framework – construction and application.
75. What methods (tools) can be used to measure business-IT matching?
76. What is the difference between traditional and service approaches to IT management in an enterprise?
77. What phases comprise the service life cycle according to ITIL and what parts are the subsequent phases made of?

78. What is an IT services portfolio and what is its role in IT governance?
79. What are the benefits and risks of using cloud computing in businesses?
80. Open Government Data – idea and applications.
81. The essence and application of Big Data analyses.
82. The impact of computational intelligence on the rationality of decisions.
83. Intelligent agent technologies.
84. The basic principles of ensuring cybersecurity.
85. Characteristics of technology entrepreneurship
86. Startups, their ecosystem, basic phases of startup development.
87. Discuss the business models of three selected unicorns.
88. Sources of funding for technology companies.
89. Virtual worlds (metaverses) – essence and application in business.
90. Digital twins.
91. Discuss the stages of development of the Internet.
92. Risk management. Specificities of e-business enterprises.
93. Structure and cost of capital. Specificities of e-business enterprises.
94. Ownership and control in e-business enterprises.
95. Causes of financial difficulties. Specificities of e-business enterprises.
96. Profitability of an enterprise versus its value. The case of unicorns.
97. Identify the differences between program and project portfolio management.
98. Compare the concept of classic and agile project management methodologies.
99. The concept and the application of organizational project maturity models.
100.   List and characterize the key factors of project success.

Literature:

1. Bitkowska A. A., *Zarządzanie procesami biznesowymi w przedsiębiorstwie,* Vizja Press & IT, Warszawa 2009;
2. Doligalski T., *Internet-Based Customer Value Management*, Springer, Heilderberg 2013;
3. Doligalski T., *Internet Business Models in the Consumer Market – a Typological Approach*, „Marketing i Rynek", 12/2018, s.13-22;
4. Doligalski T. (red.), *Modele biznesu w Internecie. Teoria i studia przypadków polskich firm*, Wydawnictwo Naukowe PWN, Warszawa 2014;
5. Dynowski P., Kowalczuk-Pakuła I., Pacek G., *Poradnik prawny dla e-biznesu*, Wolters Kluwer, Warszawa 2016;
6. Marucha-Jaworska M., *Rozporządzenie eIDAS. Zagadnienia prawne i techniczne*, Wolters Kluwer, Warszawa 2017;
7. Orzechowski R., *Budowanie wartości przedsiębiorstwa z wykorzystaniem IT*, Oficyna Wydawnicza SGH, Warszawa 2008;
8. 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;
9. Rostkowski T. (red. nauk.), *Dylematy wyższej kadry kierowniczej w zarządzaniu kapitałem ludzkim*, Core Business Institute, Warszawa 2018;
10. Romanowska M., *Planowanie strategiczne w przedsiębiorstwie*, PWE, Warszawa 2017;
11. Samuelson W.F., Marks S.G., *Managerial economics,* John Wiley & Sons, Hoboken 2021;