

Topics for the diploma examination in second-cycle studies

E-BUSINESS

1. Strategic management process – stages, tools and main challenges (analysis, strategy selection, implementation, control).
2. Methods of strategic analysis of an enterprise (macro-environment and competitive environment research, strategic potential assessment, market attractiveness analysis).
3. Competitive advantage in the digital economy (sources, role of IT, mechanisms and durability).
4. Development strategies for traditional and digital enterprises (diversification, vertical and horizontal integration – characteristics, advantages, disadvantages).
5. Mergers, acquisitions, outsourcing and offshoring (objectives, types, advantages, disadvantages).
6. The impact of VUCA on business management (essence and sources of VUCA, strategic and operational perspectives).
7. Technological revolutions (essence, stages, internet revolution vs AI revolution).
8. Disruptive innovations (disruptive vs. incremental innovation, market creation vs. satisfying current customer needs, Blue Ocean methodology).
9. Digital transformation technologies (AI, automation, cloud technologies, blockchain, DeFi, immersive technologies, metaverse, digital twins, cyber-physical systems).
10. Process vs. strategic approach to digital transformation (process management, strategic perspective, their complementarity).
11. Non-technological factors of digital transformation (change management, competencies, leadership, structure, culture).
12. Human capital management in e-business (specificity of HR in e-business, employee selection, performance evaluation, employee rewards and development).
13. Project management in e-business (classical and agile project management methodologies, project maturity models for organisations, creation and functioning of project teams).
14. Machine learning and generative artificial intelligence in business (essence, types, limitations, threats).

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15. Application of artificial intelligence and automation in various business functions (marketing, finance, HR, project management, strategic management, operational management).
16. Big Data, computational intelligence and agent technologies (application, impact on decision rationality).
17. Business models – essence, typologies, approaches (business model vs strategy, revenue models, systemic approach, business model canvas).
18. Business models on the Internet (online retailer, content provider, e-service provider, community animator, multi-sided platforms).
19. Multi-sided platforms and network effects (essence of platforms, types of network effects, market consequences).
20. Oligopoly of large technology companies (characteristics, structural advantages, impact on companies, users, societies, states).
21. Tech entrepreneurship and tech company finances (start-ups and their ecosystem, unicorns, valuation of technology companies, sources of financing, specific risks).
22. Consumer behaviour in the digital age (trends, changes in attitudes, impact of technology on purchasing behaviour).
23. Customer relationship analytics in e-business (customer value, customer lifetime value, transaction costs, switching costs, customer satisfaction and loyalty, customer portfolio segmentation, web analytics systems).
24. Product virtualisation, mass customisation and co-creation of value (characteristics of digital products, prosumerism).
25. Online promotion (tools, effectiveness measurement, targeting, paid, owned and earned media).
26. Internet search engines and their importance in business (website positioning, sponsored links, Google Trends).
27. Distribution on the internet (channel conflict, multichannel, omnichannel, disintermediation).
28. The legal environment of e-business (consumer law, distance contracts, online business, GDPR, AI Act, trust services).

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29. Ethics and social responsibility in e-business (ethical issues related to the use of IT in business, ethical aspects of data collection and processing, algorithmisation of decisions, algorithmic bias, user trust and corporate social responsibility).