

Topics for the diploma examination in second-cycle studies

MANAGEMENT

1. Characteristics of the evolution of management concepts.
2. Key assumptions of selected management concepts (outsourcing, lean management, etc.).
3. Corporate governance – origins and basic models.
4. Corporate social responsibility.
5. Sustainable organizational development – assumptions and reporting.
6. Assumptions and objectives of corporate value management.
7. Business models as an alternative to strategy.
8. Stakeholders in the management process and their objectives.
9. The role of management accounting and cost accounting in decision-making.
10. Planning and control of marketing activities.
11. Shaping customer relationships.
12. Determinants of consumer behavior in the market.
13. Objectives, tools, and channels of marketing communication.
14. Socially responsible marketing.
15. Standardization and adaptation of marketing activities in foreign markets.
16. Modes of entering foreign markets.
17. Structure of the human capital management process, including features, phases, and roles of HRM entities.
18. Characteristics of key human capital management processes.
19. Main assumptions of sustainable human capital management based on selected approaches.
20. Organizational culture and its role in human capital management.
21. Human capital management supported by artificial intelligence – key application areas, benefits, and challenges.
22. Essence and manifestations of strategic thinking.
23. Strategic management process – stages and challenges.
24. Dilemmas of development and competition strategies.
25. Strategic analysis methods and their use in enterprises.
26. Economic, social, demographic, and political determinants of entrepreneurship.
27. Basic types and dimensions of entrepreneurship.

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28. Advantages and disadvantages of running a business.
29. Sources of entrepreneurial behavior in organizations.
30. Traits of entrepreneurial individuals in organizations.
31. Sources of capital for starting and running a business.
32. Entrepreneurship/innovation ecosystems – distinguishing features, implications, and practice.
33. Sources of innovativeness and conditions supporting innovation in organizations.
34. Basic types of innovation according to the OSLO Manual.
35. Innovation process models – linear and non-linear.
36. Open and closed innovation and their importance in organizations.
37. Forms of intellectual property protection and their significance in organizations.
38. Instruments of systemic support for innovative ventures in Poland.
39. Sustainable development and circular economy – impact on logistics processes.
40. Supplier logistics strategies.
41. Modern product distribution systems.
42. Development of supply chains as a source of competitive advantage.
43. Breakthrough technologies and their impact on management and logistics in the 21st century.
44. Business processes – concept and types.
45. Designing and continuously improving business processes.
46. Project life cycle and its stages.
47. Traditional and agile project management approaches.
48. Managing a project team.
49. Critical path concept and methods of its identification.
50. Project constraint triangle.