

Pytania na egzamin licencjacki obowiązujące od roku akademickiego 2015/2016

I stopień, kierunek Business Management

1. Why are people taking different roles in business?
2. How do risk and uncertainty affect business?
3. How can factors of production be exchanged for one another?
4. How are organizations creative without creative people on board?
5. How do managers participate in organization culture?
6. How motivation is created when we do not motivate people?
7. Why is there a need for lifelong development of your professional skills?
8. How can a business benefit on being socially responsible?
9. How is value of money determined?
10. How is 'product value' created?
11. How cultural diversity can be used for organizational development?
12. What is the role of financial analysis tools in management decision process?
13. What are the principles of accounting and how do they influence financial statements?
14. Why do organizations use budgeting?
15. Why are modern cost calculation techniques (such as activity base costing, target costing and life cycle costing) useful for managing a modern company?
16. Why do organizations implement quality standards?
17. How can excellence be achieved in an organization?
18. How to combine a natural dynamics and flexibility of social system with a planning change approach?
19. How to build a human resource design that naturally evolves into organization development?
20. What is the essence of the cost of capital?
21. What capital sources are available to a company?
22. How ERP system supports the business processes in an organization?
23. How can information and communication technologies (ICT) influence the business?
24. How can integrated marketing approach lead to achieving corporate goals?
25. Why can a manager take any position at any level of an organization?
26. How does the Value Based Management correspond to three concepts of value (book value, fundamental /intrinsic value/, market value)?
27. How is company's value created?
28. How is TSR (total shareholder return) calculated and interpreted?
29. How are organizational competencies and capabilities developed?
30. How competencies can be embedded in the organization?
31. Why organizations use financial and non-financial performance measures?
32. How do (1) organization strategy, (2) structure, (3) culture and (4) performance measurement system interact?
33. How do organizations measure performance?
34. How can you illustrate the following assumption of professional management: everything can be measured?