

# Pytania na egzamin licencjacki obowiązujące od roku akademickiego 2022/2023

## I stopień, kierunek Management and Finance

### Pytania ogólne

1. Presentation of Geert Hofstede's six cultural dimensions
2. Elements of PESTEL analysis
3. The functions of management
4. Organization structure - types, characteristics, importance
5. Organization and its external environment
6. Explain the steps when analyzing datasets with a spreadsheet
7. Types and tools of visualizations in Excel
8. Mission, vision, strategy – how do these elements shape organizations design
9. Organization as an open system – how is the concept related to the stakeholder approach
10. Approaches (how) to measure (financially and non-financially) the performance of organizations
11. Roles and the types of them performed by people in business organisations
12. The impact (how) risk and uncertainty on business decision-making
13. The ways (how) of acquiring and combining factors of production
14. Identify the importance (why) of corporate social responsibility for business organizations
15. Indicate what value is to the business and the consumer
16. Group development process
17. Organizational culture
18. Managing conflicts in organization
19. Financial system and its elements
20. Banks – types and main activities
21. Purpose, principles and concepts of financial accounting
22. Information content of the financial statements
23. Accounts – types, rules and functions
24. Measurement in accounting

### Pytania kierunkowe

1. Process of Organizational Change Management
2. Resistance to change and ways of reducing resistance in organizations
3. The essence of the cost of capital
4. The most important company's capital sources

5. Cost classifications and behaviour
6. Advantages and disadvantages of absorption and marginal costing
7. Activity based costing as alternative cost management technique
8. Trends in modern human resources management - challenges, problems, solutions
9. Types and tools of organization development interventions
10. Management Information System in operations and management
11. Process mining vs data mining vs Business Process Management
12. The idea, steps and benefits of market segmentation
13. Stages of marketing research process
14. Financial and non-financial performance measures - pros and cons, examples and relationship
15. Balanced Scorecard - genesis, functions, structure and use on examples
16. Corporate governance mechanisms and controls
17. The role of legislation and self-regulation in corporate governance
18. Data models in databases
19. Structured Query Language – standards and basic commands
20. Data integrity protection in databases
21. Role of financial analysis tools in management decision process
22. Results of financial analysis results in predicting the risk of bankruptcy
23. Information from financial statements and their usefulness to investors
24. Measurement models used under IFRS – concepts and their application in balance sheet measurement
25. Financial statements under IFRS – elements, structure and content
26. Operational management accounting vs. strategic management accounting
27. Cost-Volume-Profit relationships
28. Role of management accountants in organization
29. The role of WACC in the modern financial management
30. Main approaches in the valuation of the company
31. The influence (how) of the communication pattern and the organization design on each other
32. Impact (how) information and communication technologies (ICT) on companies and their communication processes