

Pytania na egzamin magisterski na WZ UŁ obowiązujące od roku akademickiego 2017/2018

II stopień, Business Management, pytania kierunkowe

1. Managing a company - main operational fields.
2. The essence of competition in doing business.
3. Main sources of risk in company's management.
4. Complexity as a question and as an answer
5. Systems with the design thinking inside
6. Chaos: what, why and how
7. A fit between an individual and organization: what, why, and how
8. Culture: concepts of dimensions, their influence on organization behavior and iceberg model
9. Determinants of individual organization behavior, including an individual and organization interactions
10. Innovative markets versus innovations in markets
11. Markets as factors within and beyond management competencies
12. Strategies and tools for enterprise competitive advantage
13. Key drivers of company value and their influence on value creation
14. A relationship between book, market, and intrinsic value of the company
15. Characteristics of the three drivers of value for customers
16. Break-even point and its impact on company's competitiveness.
17. Cash flow and net result in the context of leverage decisions.
18. Business Reporting and Financial Statements: similarities and differences
19. Stakeholders' interest in Business Reporting
20. Relationship between business reporting and company value
21. Costs and benefits of implementing value-based cost management system
22. Opportunity cost concept: why and how for decision making
23. Budgets: advantages and disadvantages of budgetary thinking
24. Doyle's concept of marketing assets
25. Value proposition design concept: advantages and disadvantages
26. Customer insight - sources and examples
27. Mystery, heuristic and algorithm in a designing process.
28. Validity vs. reliability in business: why, when and how
29. Wicked problems. Their nature and solving approach.
30. Culture as a mean of the organization development - drivers and limitation
31. Sense of ethics in organization's management
32. Data revolution and data science in a context of new sources of data
33. Big data as a way to create business value: what, why and how