

Field of study: Business Management

1st level studies

General Questions

1. What are the most important resources for the competitive advantage of an enterprise - explain your opinion?
2. Describe steps to start up business as a sole trader in Poland.
3. Phenomena occurring today in the organization's environment - consequences for management (which methods of management are effective)?
4. What can data mining be used for?
5. How companies may benefit from using information systems?
6. Discuss the concept of marketing oriented organization
7. Explain and discuss the concept of STP
8. Describe process of employee selection
9. Discuss the types of employee rewards
10. What factors influence the selection of the appropriate means of transport in the logistics process?
11. What role do IT systems play in logistics? Give examples of such solutions
12. What are the most important elements of the lean process for a modern organization?
13. What are the most important elements of the lean process for a modern organization?
14. What is the importance of CSR in building a competitive advantage for global companies? Please explain with a selected example.
15. Factors influencing the choice of business location
16. Discuss the principles and objectives of spatial planning policy
17. List and describe the types of risk in consumer purchasing decisions
18. Describe three contemporary trends in consumer behavior
19. Explain the concept of gamification, its aim, and examples of use in business
20. How do you understand ethics in gamification?

Questions for the field of study

1. What is creativity and what are the factors that can help building or can ruin the atmosphere for creativity in enterprises?
2. What is innovation and what are the main types of innovation based on current methodology (Oslo Manual)?
3. Forecasting on the base of trend models.
4. Steps of forecasting.
5. What are the main differences between push and pull-based supply chain strategies? Provide examples of industries or companies that use each strategy.
6. Discuss the impact of globalization on supply chain management. What are the challenges and opportunities presented by global supply chains?
7. Characterize the documentation processing in ERP systems.
8. Point out and justify the aspect of document management that you think creates the greatest difficulty for the user
9. List and discuss the areas of application of e-marketing in the organization.

10. List and discuss the importance and application of marketing communication tools on the Internet.
11. What are the different types of risk in the management of ICT business?
12. How the risk in the management of ICT business can be mitigated?
13. In the context of achieving business success, how can the phrase 'you can be anything you want to be' from the song 'Innuendo' by Queen be interpreted?
14. How can the principles of success described by Napoleon Hill in his book "Think and Grow Rich" be applied to modern companies to help entrepreneurs achieve their business goals?
15. List and explain at least three data sources from which you can pull data, and discuss what the power query editor is for
16. What are the main benefits of using Power BI for data analysis compared to traditional tools such as spreadsheets
17. Explain any two ways of decision-making in management
18. Critically assess the modern day management decision-making process
19. Discuss the opportunities and threats associated with strategic development imbalance. Explain the balance between expanding the sales network and expanding the production facility in the context of a manufacturing company.
20. List and discuss the special features of transport services.
21. Free trade vs protectionism in international trade
22. The role of the WTO in international trade
23. What are the typical steps in a marketing communication process - list and shortly describe.
24. Name the instruments of promotion and describe three selected ones.
25. Characterize the marketing research process
26. Discuss the differences between quantitative and qualitative research
27. Explain a situation where you observed the positive application of information technology in business promotion?
28. Critically explain the power of information technology as a business promotion tool.
29. What are the challenges in the management of digital systems?
30. Compare the traditional management and digital management systems.