Issues for the MA final exam

for the MANAGEMENT field

Majors:

## 1.Master –Global Management

## 2. MBA in HR

valid from 1.10.2019

**MASTER and MBA degree:** According to the WPBS Regulation, Final Exam consists of three questions according to the following structure:

* Question 1 (group of questions covering general aspects of economics and management)
* Question 2 (group of questions covering specific aspects from major of studies: Global Management)
* Question 3 -question dedicated to the master thesis/ MBA dissertation plus PowerPoint Presentation of your dissertation

# **1.Master –Global Management**

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| **Questions -Group 1** | **Questions -Group 2** |
| 1. Gross Domestic Product - mechanism of creation, components and determinants
2. Economic growth factors
3. Business cycles theory – causes and effects
4. Economic / financial crisis and recession – causes and effects
5. Polish / your domestic country macroeconomic condition – current evaluation
6. Inflation and deflation - causes, methods of reducing, effects
7. Market mechanism – the role in the market economy, elements, types, failures
8. The state budget, its structure and balance
9. The essence and elements of fiscal policy
10. The essence and elements of monetary policy
11. The role of the central bank in a market economy
12. The role of the European Central Bank in the euro zone
13. Labor market, elements of the labor market, unemployment
14. Liberalism vs Keynes theory
15. Modern macroeconomic theories – beyond liberal and neoliberal economics
16. Financial market in the economy; items components, meaning
17. Financial instruments and capital sources
18. The concept and types of securities (bonds, shares, others)
19. Features of foreign trade in the economic growth
20. Public debt vs. budget deficit – similarities, differences and relations
21. Globalization of the economy - premises, disadvantages and advantages
22. Foreign investments - meaning for host country and home country
23. Premises for Poland's entry into the Euro zone
24. Business goals and objectives in theory and practice
25. Demand - types, determining factors
26. Competition - the essence, significance for the market, types
27. Economic / financial efficiency - a concept, measurement
28. Classic and contemporary concepts of organization management
29. Social responsibility in the system organization goals
30. The essence, scope and meaning of strategic management
31. Place of strategic analysis in the process of building organizational strategy
32. The role and importance of corporate, business and functional strategies in strategic management
33. Principles of organizational change management
34. The essence and factors of change in the organization; main areas of change in the organization
35. Quality management systems in organization
36. The nature and importance of innovation in business organizations
37. Modern marketing – marketing practices evolution through last several dozen years
38. Financial statements – definitions, types, role, importance
39. The main financial ratios and their usage in financial analysis
40. The main principles of project management
 | 1. Specifics of management process in global organization
2. Organizational aims and objectives –types, levels – global business context
3. Typical organizational structure types in global companies - advantages and disadvantages of different types of organizational structures in global business
4. Types of corporate strategies in a global business
5. Types of business strategies in global business
6. Mergers and acquisitions in global business – definitions, concepts, goals
7. Competitive advantages in global business
8. Business internationalization vs business globalization
9. The process and stages of internationalizations of a company
10. Cultural differences in global management
11. Advantages and disadvantages of brands globalization
12. Factors influencing customer behaviors in globalization era
13. International marketing strategies
14. International product life cycle
15. The most important managerial skills in global companies
16. Financial analysis principles and measures – international standards
17. The specific of motivation systems in global companies
18. SME’s and start-ups – the role in the global economy
19. Innovations in global economy – importance, types, management
20. HRM in global business – principles, specifics
21. Project management in international environment
22. International context of quality management
23. The biggest contemporary challenges for international companies
24. International vs global company – the differences and similarities
25. Standardization vs individualization in global marketing
26. Managing cultural differences in HRM and international marketing
27. The future of global companies – projection on the background of contemporary economic and social changes
28. The role of e-business in globalization process
29. The main principles of international negotiations
30. Social responsibility of a global company
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# **2. MBA in HR**

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2. Economic growth factors
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4. Economic / financial crisis and recession – causes and effects
5. Polish / your domestic country macroeconomic condition – current evaluation
6. Inflation and deflation - causes, methods of reducing, effects
7. Market mechanism – the role in the market economy, elements, types, failures
8. The state budget, its structure and balance
9. The essence and elements of fiscal policy
10. The essence and elements of monetary policy
11. The role of the central bank in a market economy
12. The role of the European Central Bank in the euro zone
13. Labor market, elements of the labor market, unemployment
14. Liberalism vs Keynes theory
15. Modern macroeconomic theories – beyond liberal and neoliberal economics
16. Financial market in the economy; items components, meaning
17. Financial instruments and capital sources
18. The concept and types of securities (bonds, shares, others)
19. Features of foreign trade in the economic growth
20. Public debt vs. budget deficit – similarities, differences and relations
21. Globalization of the economy - premises, disadvantages and advantages
22. Foreign investments - meaning for host country and home country
23. Premises for Poland's entry into the Euro zone
24. Business goals and objectives in theory and practice
25. Demand - types, determining factors
26. Competition - the essence, significance for the market, types
27. Economic / financial efficiency - a concept, measurement
28. Classic and contemporary concepts of organization management
29. Social responsibility in the system organization goals
30. The essence, scope and meaning of strategic management
31. Place of strategic analysis in the process of building organizational strategy
32. The role and importance of corporate, business and functional strategies in strategic management
33. Principles of organizational change management
34. The essence and factors of change in the organization; main areas of change in the organization
35. Quality management systems in organization
36. The nature and importance of innovation in business organizations
37. Modern marketing – marketing practices evolution through last several dozen years
38. Financial statements – definitions, types, role, importance
39. The main financial ratios and their usage in financial analysis
40. The main principles of project management
 | 1. Human capital - theory evolution
2. The essence and components of human capital
3. Human capital as a source of competitive advantage – in the context of companies, regions, countries
4. Forms and benefits of investment in human capital in a macroeconomic and microeconomic context
5. Problems of measuring the value of human capital on a macro scale (measures of the state of human capital; measures of investment in human capital)
6. Forms of human capital mobility
7. Migration in the modern world as a characteristics of global human capital
8. Human capital as a component of intellectual capital in organization
9. Strategies for individual human capital developing (theories of career development - individual dimension)
10. Problems of human capital measurement and reporting
11. The concept of human

capital management1. External and internal determinants of human capital policy
2. Human resources planning - goals, methods
3. Work analysis - goals, methods, methods of use
4. Types, methods and stages of employees

recruitment and selection processes1. Motivating systems and strategies
2. Incentive system - employer and employee perspective
3. Employee assessment - goals, methods
4. Employee development management
5. Career management - succession planning and career planning
6. Shaping remuneration systems; remuneration strategies
7. Flexibility of work - basic forms and conditions
8. Types of performance measures in

human capital management1. The specificity of human capital management in small businesses and non-business organizations
2. Motivational systems vs job specificity / character
3. Employment restructuring - concept, benefits for the organization
4. Employer branding - concept, benefits

for organization, methods of creation1. The role of HR Business Partner – strategic perspective
2. New generations on the labor market
3. Main challenges of managing different generations of employees
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