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**

|  |  |
| --- | --- |
| **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 |

# **2. MBA in HR**

|  |  |
| --- | --- |
| **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. 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 management   1. 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 processes   1. 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 management   1. 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 creation   1. The role of HR Business Partner – strategic perspective 2. New generations on the labor market 3. Main challenges of managing different generations of employees |