Issues for the BA final exam

for the MANAGEMENT field

Majors:

## 1.INTERNATIONAL BUSINESS STUDIES

valid from 1.10.2019

BACHELOR degree: According to the WPBS Regulation, Final Exam consists of three parts according to the following structure:

* Question 1 (group of questions covering general aspects of economics and management; the list of typical questions could be found on the next page)
* Question 2 (group of questions covering specific aspects from major of studies: International Business)
* Part 3 -students’ presentation of final project –PowerPoint Presentation

# **Bachelor –International Business**

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| **Questions -Group 1** | **Questions -Group 2** |
| 1. Inflation in the economy - reasons, methods of reducing, effects
2. Market mechanism – the role in the market economy
3. The state budget, its structure and balance
4. The labor market and unemployment as a macroeconomic categories
5. The essence and role of monetary policy
6. The essence and elements of fiscal policy
7. Public debt – the essence and risk for macroeconomy
8. International investments – the role for host and domestic countries
9. International financial markets – the role in globalization process
10. GDP as a macroeconomic performance measurement
11. Business cycles, recession and crisis - definitions
12. Competition - the essence, importance for the market, types.
13. Entrepreneur, entrepreneurship, enterprise - essence, relations
14. Economic efficiency - concept, measurement
15. Types, forms and significance of corporate capital
16. Financial analysis and financial statements – definition, measures and principles
17. The essence and process (functions) of management in an organization
18. Management levels - operational, tactical, strategic - features and competences
19. Contemporary concepts of organization management
20. Main relations: organization - environment. Types and features of the organization's environment.
21. Decision-making processes in the organization
22. Organizational structures - concept, elements, classification.
23. Features of modern organizational structures.
24. Social responsibility in the system of business organization goals.
25. Planning and its role in achieving the goals of business organizations.
26. The nature, scope and importance of marketing management in an organization.
27. Features of a modern approach to human resource management in the organization.
28. Role of managerial competencies in contemporary organization.
29. Principles of organizational change management.
30. Human resources management in a modern company
31. The essence, systems and instruments of quality management in an organization.
32. The essence and importance of innovation in the organization's activities.
33. General conditions and principles of project management.
34. The life cycle of an organization.
35. The concept, types and importance of organizational culture.
36. Meaning and course of information processes in management
37. Process management – concept and specifics
38. Project management – concept and specifics
39. The role of start-ups in modern global economy
40. E-economy – perspectives and risks
 | 1. Strategic-tactical-operational levels of management in global organization
2. Organizational aims and objectives –types, levels – global business context
3. Organizational structure types in global companies
4. An advantages and disadvantages of different types of organizational structures in global business
5. Types of corporate strategies in a global business
6. Competitive advantages in global business
7. Models and process of business internationalization
8. Cultural differences in global management
9. Advantages and disadvantages of global brands
10. Factors influencing customer behaviors in globalization era
11. International marketing strategies
12. International product life cycle
13. The most important managerial skills in global companies
14. Financial ratios –basic types used to assess company’s financial position – international standards
15. Motivation systems in global companies
16. SME’s –the role in the economy
17. Innovations in global economy – importance, types, management
18. HRM in global business – principles, specifics
19. Project management in international environment
20. International context of quality management
21. The biggest contemporary challenges for international companies
22. International vs global company – the differences and similarities
23. Standardization vs individualization in global marketing
24. Managing cultural differences in HRM and marketing
25. The future of global companies – projection on the background of contemporary economic and social changes
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