

Scope of the diploma exam
Management
master degree (second cycle studies)

Valid from the academic year 2021/22

Issues for each specialization

1. Management and leadership
2. Entrepreneur, manager, marketing entrepreneurship, internal and external entrepreneurship; features of entrepreneurial person
3. Strategic analysis methods for macro environment and competitive environment
4. Business model – definition, structure, type
5. The concept of learning organization, intelligent organization, virtual organization and network organization
6. Organization vision and mission statement; strategic objectives according to Management by Values (MBV) concept
7. Modern concepts and instruments of strategy implementation
8. Modern orientations and concepts of management
9. Organizational change theories
10. Motivation theories, motivation types in organization
11. Challenges of contemporary leadership
12. Value Based Management (VBM)
13. Rules and methods of Total Quality Management (TQM)
14. Knowledge management in an organization (definition, process, the elements)
15. Risk management in an organization (definition, process, the elements)
16. Balanced scorecard (BSC) - definition, implementation, objectives and perspectives
17. Key performance indicators (KPI) in organization management
18. Methods of preventing corruption in organizations
19. Methods and techniques of marketing research
20. Creativity – the essence and role in innovation management, creativity types by M. Boyden

Issues for the specialisation HR Manager

1. Strategy and the process of human resources management (HRM)
2. Modern methods of recruitment and selection
3. Innovative methods of employees development, employee's competencies of the future
4. Organizational culture - analysing and formation
5. Generational and intergenerational problems at work
6. Barriers of interpersonal communication at work
7. Leadership styles by R. Likert and D. Goleman - the essence and occurrence in organizations
8. Features of teal organization by F. Laloux, organization of task work, remote work and hybrid work
9. M. Belbin's team roles
10. Outsourcing of human resources
11. Differences in cross-cultural management according to G. Hofstede's culture dimensions
12. Structure of labour costs in organization
13. Structure of social insurance system, types of social insurances
14. Kotter's model of building readiness to general change
15. K. Lewin's model of organizational change
16. The essence of internal marketing in an organization
17. Employer branding - the essence and role in organizations
18. Trade unions in organizations - legal fundamentals and activities
19. Mobbing prevention at work
20. Whistleblower activities in an organization
21. Role of social media in HRM process
22. Public Relations - the essence and methods
23. Management of the culturally diverse team