**Issues for the diploma examination in the field of**

**Management of the second degree studies**

**from the academic year 2020-2021**

**Major issues**

1. The concept of process management – characterristics and basic functions.
2. Logistics - concept and tasks.
3. Logistic concept of customer service.
4. Transport branches and determinants of their choice.
5. Outsourcing - characteristics.
6. Buffer and storage aspects of storage.
7. Aims of using the Just in Time concept.
8. Goals, functions and scope of promotion.
9. Public Relations Instruments.
10. Media Relations.
11. Ways of implementing and improving management systems.
12. Product management in the product life cycle.
13. Improving structures in the enterprise.
14. The market of banking services.
15. Economic law - basic concepts and rules.
16. Types of innovation in the enterprise.
17. Integrated management systems - definitions, types, advantages and disadvantages.
18. The concept of continuous development and growth of the company.
19. Customer satisfaction survey methods.
20. Characteristics and methods of quality management in services.
21. International financial markets.
22. Information technologies in management - goals, advantages and disadvantages.
23. Career management.
24. Brand definition and functions.
25. The concept and types of brand loyalty.
26. The concept, types and causes of mobbing.
27. The concept and conditions of effective communication. Communication barriers.
28. Strategic management - the concept, schools, the process of strategy formulation and ways of its implementation in the enterprise.
29. The essence and types (kinds) of entrepreneurship.
30. Entrepreneur and entrepreneurial activity - definitions, set of characteristics of an entrepreneurial person.
31. The virtue of prudence in business ethics.
32. Ethics of the manager and negotiator.
33. Ethical dimension of pathology in an organization.

**Speciality subjects**

1. Managing a business in a competitive environment in the globalized world.
2. Competitive strategies of international companies.
3. Characteristics of debt management.
4. The role of business contracts in the company.
5. Business mediation as a tool for resolving conflicts between businesses.
6. Economic lobbying in strategies of enterprises.
7. Leasing in trade transactions.
8. The concept of alternative dispute resolutions in business relations.
9. Challenges and issues in setting up a business architecture and process management practice in European companies.
10. Business process management in European Union and other parts of the World -similarities and differences.
11. Determinants of doing business in V4 countries .
12. Cross – border business transactions.
13. The concept of talent management.
14. The methods of economic analysis.
15. Franchising in commercial relations.