Management (Bachelor's Degree Examination)

1. Characteristics and functions of management science
2. Major directions in the development of management theory – assumptions and key representatives
3. The organizational environment – classification and components
4. Elements of organizational potential (according to the EFQM model) and their characteristics
5. Contemporary concepts in organization theory
6. Forms of inter-organizational collaboration
7. Classification of managerial roles according to Mintzberg
8. Managerial skills – types and examples
9. Rational and behavioral models of decision-making
10. Individual and group decision-making – advantages and disadvantages
11. Competitive strategy – nature, classification, and examples
12. Portfolio analysis methods – nature and examples
13. Organizational structure – concept, criteria of division, and types
14. Theories of the motivation process (expectancy theory, equity theory, goal-setting theory)
15. Conditions for effective reward and punishment systems
16. Normative and situational approaches to leadership styles
17. Models of human resource policy: the "sieve" model and the "human capital" model
18. Recruitment and selection – concept, types, and methods (advantages and disadvantages)
19. Designing performance appraisal systems and principles of employee evaluation
20. Factors influencing the effectiveness of work teams
21. Determinants of organizational behavior (internal and external)
22. Organizational culture – concept, functions, and elements
23. Forms of operational control
24. Tools for time management in managerial work
25. Models of corporate social responsibility
26. The knowledge pyramid – components and characteristics
27. Methods of knowledge identification in organizations
28. Fundamental knowledge management strategies
29. The importance of intellectual property from the perspectives of consumers and entrepreneurs
30. The concept and specificity of a project
31. The role of scheduling in project management
32. Information systems in production planning and control
33. Innovations: product, process, organizational, and marketing – definitions, examples, and significance
34. Total Quality Management (TQM) – nature, fundamental methods, and tools
35. Kaizen – nature, fundamental methods, and tools
36. Classification of quality costs
37. Major sources of disturbances in the communication process
38. The four-component model of information
39. Non-verbal communication – functions and forms

40. Mass communication and its effects
41. Marketing mix instruments – 4P and 7P
42. The nature and basic layers of a product in the marketing concept
43. Pricing strategies – types and characteristics
44. Functions performed within distribution channels
45. Scope and significance of marketing research in management
46. Stages of the research process in marketing research
47. The nature and principles of constructing measurement instruments in marketing research
48. Methods of collecting data from primary and secondary sources
49. Sampling methods in marketing research
50. Methods of data analysis and presentation of results in marketing research
51. Market models according to the criterion of competitiveness
52. Fundamental laws governing the market and the mechanism of attaining equilibrium
53. Conditions for achieving consumer equilibrium
54. Short-run equilibrium of a firm operating under conditions of perfect competition
55. Agricultural production – concept, specific characteristics, and methods of measurement
56. Basic factors of production in agriculture
57. Economic calculation in an agricultural enterprise
58. Gross Domestic Product (GDP) – nature and methods of calculation
59. Inflation – definition, types, and measurement indices
60. Core functions of the central bank
61. Revenues and expenditures of the state budget
62. The impact of liberalization on international trade
63. The impact of exchange rate fluctuations on the balance of payments
64. Forms of international capital flows
65. Causes and consequences of the global debt crisis
66. The food economy and its specificity
67. The nature and scope of food security
68. Components and informational scope of a company's financial statements
69. The nature and types of economic transactions in the accounting system of an enterprise
70. Assets and sources of their financing in the accounting of business entities
71. Profit and loss account – nature, types, and principles of preparation
72. Numerical characteristics of population structure (measures of central tendency, dispersion, skewness, concentration)
73. Linear models of simple and multiple regression
74. Sources of universally binding law in Poland
75. Legal capacity and capacity to perform legal acts
76. Subjects of civil law
77. A legal norm – its nature, structure, and types
78. Objectives and principles of the Common Agricultural Policy of the European Union
79. Institutions and agencies implementing the Common Agricultural Policy in Poland
80. Financing of agricultural policy instruments in Poland