**TOPICS FOR FINAL EXAM**

**MANAGEMENT AND LEADERSHIP MA**

1. Characterise production processes according to mass character, indicate the features of production types. How are production types connected to the phases of product life cycle?
2. The progress of process design. Productivity, competitiveness, strategy.
3. Evaluate the features of corporate life cycle and phases, its risk-related financing forms and characterize them one by one.
4. Present the importance of performance measurement, the performance prism and Balanced Scorecard.
5. Characterise the TQM concept. Present quality certification systems (accreditation, audits).
6. Characterise the concept of innovation and its influencing factors. (its practical forms, levels, innovation models, directives.) Organization development as the distinctive field of organizational innovation. The relationship between innovation and corporate life-cycle. (Risk, organising, its practical forms). The position of innovation in strategy and the interfaces of its process.
7. The characteristic features of innovative organizations. The relationship between change management and innovation. Organizational life cycle models, recognizing the changing situations.
8. The process of innovation in organizations. Methods for individual and group work. Learning organization.
9. Motivation: Hertzberg’s two factor theory. Goal-Setting Theory.
10. Situations and tools of organizational politics.
11. Organizational culture. Culture typologies of Handy and Quinn.
12. The basis of organizational culture. Influencing factors of creating, operating and changing organizations.
13. Present the features of functional, divisional and matrix systems.
14. Control as a leading function.
15. The nature of services, the development of the service sector, features of services: features of the HIPI principle. Examining the quality of services, the forms of marketing research in the service sector.
16. Service as a distinctive product. The pricing and sales of services, the market manipulation tools of services: ads, PR, sales incentives, personal sales, online marketing. Features and components of an appealing website
17. The 3Ps, the marketing-mix specifications of services: features of human factor (People), objective factor (physical evidence) and the organisation of processes (Process).
18. The most important components of organizational operation – McKinsey’s 7s model and the place of strategy in it. How to handle organizational crisis – strategies.
19. Main trends and steps of strategy development, types of strategies. The relationship between strategy and change management. The most important features of corporate crisis management, the outputs of recovery processes, its features.
20. Conditions of successful changes, its formulae, its steps, its levels and its phases. Time-varying features of a successful organization according to Peters – Waterman.