

The list of examination questions:

1. Management Concept and Management Functions: General Characteristics
2. The Concept and Principles of Organizational Structuring. The Main Types of Organizational Structure.
3. Modern Management Concepts and Systems.
4. Organization as a Socioeconomic System: the Common Characteristic.
5. Modern Models of Management.
6. Strategic Management System in the Organization and the Strategic Management Stages.
7. The SWOT-analysis, Threats & Opportunities Matrix for Environmental Analysis in Strategic Management.
8. Process, System and Situational Approaches in Management.
9. Strategy Formulation: Steps and the Choice of strategy.
10. Power and Influence in the Organization. Leadership in the Organization.
11. The Profit Generation and Analysis.
12. Employee Evaluation: Goals, Objectives, Forms and Methods.
13. Target Markets and Market Segmentation. Market Coverage Strategies.
14. Marketing Information System. Types of Marketing Research.
15. Management Effectiveness: Factors, Evaluation, Trends.
16. Types of business strategies: essence, types, applications