



Course: *Engineering Management (BSc)*
Subject: *Corporate Strategy*

1. What is a Balanced Scorecard? How much more does it mean than classic strategic planning? Define the concept of alternatives for action. Describe the relationship and role of the action options involved in the decision.
2. Describe the GE matrix and its strategic implications. The concept and interpretation of the decision, the types of decisions.
3. What does the contingencialist concept of organisations mean? A possible breakdown of the decision process and presentation of each of its stages. The role of the preparation of decisions.
4. Describe the stages of the product life cycle! How does the actual situation of a given product affect the company's strategy? The place and role of group decisions, the characteristics of an effective group.
5. Describe the essence and purpose of the logical framework matrix. Aspects of group and individual choice.
6. What planning tools help to align strategic, tactical, and operational plans? The composition of groups, the role of the moderator.
7. Describe the SWOT analysis and the strategic alternatives related to its results! Creative decision making.
8. What is strategy? Why is it needed? How did the time horizon of the strategy change in the 20th century? Ways of problem recognition, theoretical possibilities of solving it. The relationship between a problem and the decision.
9. Describe the role of corporate responsibility in the life of companies. Decisions in situations with various probabilities and their characteristics. Decision criteria applicable in each situation.
10. Describe the characteristics of organizations relevant from a strategic point of view! How do these affect organizational strategy? The role of information in the decision-making process.
11. What is stakeholder analysis? Why is it needed? Uncertainty and risk.
12. Which factors influence the competitive situation within an industry? Group anatomy: group outline, behavioral theories, group norms, communication, structure of the group.

13. Describe possible strategies for organizational change. Decision making groups and methods.
14. Describe the meaning and types of vision and mission. Trends in decision theory, with special emphasis on the economic and administrative model. Normative and descriptive schools of decision theory. The Neumann-Morgenstern axiom system.
15. What change management tactics do you know? In which situation can they be applied successfully? Optimal and satisfactory decisions. The principles of objective and limited rationality.