



Course: *Business Development (MSc)*

Subject: *Complex „A”*

1. Small business strategies, issues of succession. Legal forms of business ventures. Entrepreneurial attitude.
2. Stakeholders of business ventures, the system of corporate goals, the dimensions of the goal structure, and the Stakeholder analysis. Corporate interest-structure.
3. Characteristics of functional, divisional and matrix organisation. Interpretation and features of sales, cost and profit centres. Basic forms of control. The corporate life cycle.
4. The TQM concept. Quality Management. Certification system of quality management systems (accreditation, audits).
5. Processes of production. Production types in the context of product life cycle stages. Production strategies. Productivity. Cost margin, product structure.
6. Planning of production (forecasting models and methods). Significance of factors influencing short-term (learning and uncertainty) and long-term capacity planning (factors influencing strategic choice, uncertainty) and their relationship with strategy.
7. Interpretation of innovation and characteristics of the factors determining innovation. (Manifestations, levels, innovation models, directions). The relationship of innovation and corporate life cycle.
8. Organisational life cycle models. Realisation of change situations. Organisational development as a specific area of organisational innovation. Characteristics of innovative organisations.
9. The role of logistics in corporate value creation processes, strategies of logistics. Logistics' controlling, measuring the performance of logistics.
10. Decision-making. The characteristics, differences and problems of decision-making in groups or individually. Theory of bounded rationality.
11. Factors influencing the design, operation and change of organisations. The McKinsey 7S model and the role of strategy in it. Organisational culture.
12. The role of human resources, its relation to strategy and change management. Motivation. Delegation. Monitoring implementation, impact assessment.
13. The information society, social networks, the network economy. The impact of networking on the organisation and on corporate governance. Knowledge Management. Learning Organisation.
14. Data (information) as an asset. The role of information in decision making, management information systems and their role in the formulation of strategy.
15. The relation of project approach and strategic planning. Business planning.

16. The competitive environment. The relationship between market information and production structures. The role and methods of qualitative and quantitative (marketing) research and its relationship with the development of marketing strategy.
17. Market research, product positioning, product and service development strategies, pricing of services.
18. Legal background, sub-areas and goals of the enterprise development policy. SME development tools (direct, indirect). The development of EU SME policy.
19. Organizational culture. Culture typologies. The ideal organisational culture.
20. The relationship between the individual and the group. Factors influencing individual and group behaviour. The relationship between organizations and groups.