

MASTER'S DEGREE EXAMINATION

Study major: E-business

1. Stages of the strategic management process and their respective key challenges.
2. Company stakeholders – characteristics, relevance and controlling methods.
3. The essence of the strategic analysis of the company. Discuss the selected methods for examining the macro environment of a company.
4. The essence of the strategic analysis of the company. Discuss selected methods used to examine competitive environment of a company.
5. The essence of the strategic analysis of the company. Discuss selected methods of assessing the strategic potential of a company.
6. Diversification strategy – characteristics, types, advantages and disadvantages.
7. Internationalisation strategy – characteristics, types, advantages and disadvantages.
8. Vertical integration strategy – characteristics, types, advantages and disadvantages.
9. A mechanism for creating a competitive advantage for a company.
10. Logic of building cooperative relationships (transactional and competitive).
11. Mergers and acquisitions – objectives, characteristics, types, advantages and disadvantages.
12. Outsourcing and offshoring – objectives, characteristics, advantages and disadvantages.
13. Strategic control. Strategy control tools.
14. Challenges of implementing strategy.
15. What are the challenges for strategic management brought about by VUCA?
16. The concept and characteristics of e-business.
17. The lifecycle of technological revolutions.
18. Companies as systems.
19. Functioning of the organisation as a result of feedback.
20. Compare the concepts of business model and strategy.
21. Revenue models of Internet companies.
22. Characterise the business model of an online retailer.
23. Characterise the business model of an e-service provider.
24. Characterise the business model of a content provider.
25. Characterise the business model of a multi-sided platform.
26. Characterise the business model of a community animator.
27. Characterise the *Business Model Canvas* and *Lean Canvas* approaches.
28. Describe the creation of value in e-business in Amit and Zott's model.
29. Describe the competition between companies in the Hax and Wilde delta model.
30. Digital transformation as company restructuring.
31. Trends in consumer behaviour in the context of new technology developments.
32. The concept of customer value.
33. Measuring the customer lifetime value.
34. Customer life cycle.
35. Customer transaction costs online.
36. Costs of changing suppliers.
37. Customer portfolio segmentation.
38. Customer risks and ways to build their trust online
39. Building customer satisfaction in the Kano model.

40. Online pricing strategies.
41. Strategies for offering value propositions to the customers online.
42. Product virtualisation online and characteristics of digital products.
43. Network effect - essence, types, consequences.
44. Mass customisation online and co-creation of value for other users.
45. *Omnichannelling* and inter-channel conflict.
46. Conditions for targeting online advertising.
47. *Pull* and *push* promotional activities online.
48. Use of search engines in marketing.
49. Modifying the value chain in the market.
50. Creating and shaping markets and a servant approach.
51. Characteristics of the *paid*, *owned* and *earned* promotional instruments.
52. Types and applications of immersive technologies (virtual, augmented, mixed reality).
53. Blockchain - characteristics and applications.
54. Machine learning - types and applications.
55. The essence of social networks and their use in business.
56. Legal environment of e-business.
57. What form of business activity should one choose for running an e-business?
58. Trust services (e-signatures, e-stamps, e-timestamps) and e-documents – the essence and application in e-business.
59. Consumer rights and obligations of a business owner in distance contracts.
60. Personal data processing principles in e-business.
61. Define the profit maximisation condition(s) and discuss the company's production decisions in the short and long term.
62. What is the price and income elasticity of demand? Demonstrate the use of elasticity of demand in the process of decision making.
63. Using isoquants and isocosts, discuss the company's choice of production technique.
64. Describe and draw the balance of a company in a perfect competition in the short and long term.
65. Describe and illustrate the balance of a company in a monopolistic competition in the short and long term.
66. Characterise and draw a balance of a typical monopoly.
67. What is a natural monopoly? Show a natural monopoly in the drawing.
68. Discuss the concept of deadweight loss. Show deadweight loss due to the introduction of an indirect tax and the deadweight loss of the monopoly.
69. Discuss the prisoner dilemma applied to oligopoly and Nash equilibrium.
70. Using the concept of expected utility, describe the decision making under risk conditions (for different approaches to risks). Use the decision trees.
71. The role of management accounting and cost accounting in the decision-making process in a company.
72. The role of a leading budget in the budgeting process.
73. The beyond budgeting concept.
74. Cost calculation models – advantages and disadvantages.
75. The essence of participatory budgeting.
76. Characterise financial and non-financial measures in the decision-making process.
77. Sources of company funding.
78. Measures used to assess the profitability of technological investment projects.

79. Equity and third-party equity in company funding.
80. Valuation methods for technology companies.
81. How does the use of IT help to build a competitive advantage of companies?
82. What are the sources of IT value in particular models of enterprise value configuration?
83. How is IT management different from IT supervision?
84. Weill and Ross IT governance framework – construction and application.
85. What tools can be used to measure business-IT matching?
86. What is the difference between traditional and service approaches to IT management in an enterprise?
87. What phases comprise the service life cycle according to ITIL and what parts are the subsequent phases made of?
88. What parameters can be used to describe the quality of IT services?
89. What is an IT services portfolio and what is its role in IT governance?
90. What are the benefits and risks of using cloud computing in businesses?
91. *Open Government Data* – idea and applications.
92. The essence and application of *Big Data* analyses.
93. The impact of computational intelligence on the rationality of decisions.
94. Characterise the architecture of e-business systems.
95. Provide the characteristics of hypertext and its contemporary uses
96. Discuss the role of digital interfaces in communication.
97. Present the characteristics of CRM and ECR systems.
98. Characterise a virtual organisation.
99. Discuss intelligent agent technologies.
100. Outline the basic principles of ensuring cybersecurity.

Literature:

1. Celiński P., *Interfejsy. Cyfrowe technologie w komunikowaniu*, Wydawnictwo Uniwersytetu Wrocławskiego, Wrocław 2010;
2. Doligalski T., *Internet w zarządzaniu wartością klienta*, Oficyna Wydawnicza SGH, Warszawa 2013;
3. Doligalski T., *Modele biznesu firm internetowych działających na rynku odbiorców indywidualnych – ujęcie typologiczne*, „Marketing i Rynek”, 12/2018, s.13-22;
4. Doligalski T. (red.), *Modele biznesu w Internecie. Teoria i studia przypadków polskich firm*, Wydawnictwo Naukowe PWN, Warszawa 2014;
5. Dynowski P., Kowalczyk-Pakuła I., Pacek G., *Poradnik prawny dla e-biznesu*, Wolters Kluwer, Warszawa 2016;
6. Marucha-Jaworska M., *Rozporządzenie eIDAS. Zagadnienia prawne i techniczne*, Wolters Kluwer, Warszawa 2017;
7. Orzechowski R., *Budowanie wartości przedsiębiorstwa z wykorzystaniem IT*, Oficyna Wydawnicza SGH, Warszawa 2008;
8. Papińska-Kacperek J., Polańska K., *Analiza zaawansowania realizacji idei open government data w wybranych krajach*, „Zeszyty Naukowe Uniwersytetu Szczecińskiego” nr 874, „Studia Informatica” nr 37, 2015, s. 103-114;
9. Romanowska M., *Planowanie strategiczne w przedsiębiorstwie*, PWE, Warszawa 2017;

10. Samuelson W.F., Marks S.G., *Ekonomia menedżerska*, PWE, Warszawa 2009;
11. Szczepankowski P., *Wycena i zarządzanie wartością przedsiębiorstwa*, PWN, Warszawa 2019;
12. Świdarska G.K. (red.), *Controlling kosztów i rachunkowość zarządcza*, MAC/DIFIN, 2017.