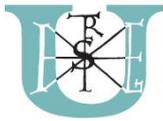


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Management and Leadership MA course Topics of Final Examination

„A” Topics

1. Historical development of management sciences. Leading – human leadership. Manager – leader attitude. Challenges of globalized world for the management of profit-oriented and non-profit organizations. Value-based management. Network-based models.
2. Development of corporation research, history of behaviour science, explanation of leader-management models. Model of management-staff behaviour: Personality – Situation – Regulatory Framework. Interactions of the individual, group, organization, management and environment. Information safety and protection of knowledge. SIS model.
3. Analysis of personal resources according to Neges. Models of becoming a leader. Role of motivation and talent. Theoretical approaches of motivation and incentives. Role models and leader attitude.
4. Management and group. Group as paradigmatic factor. Group research. Formal informal group. Theories of group development. Working groups and their management. Socialization – leader socialization – indoctrination.
5. Development of organizational research according to Kieser. Types of organizations and typologies. Relevance of contingency theories – organizational environment. Forms of organizations.
6. Leadership and power. Mastenbroek model. Development of organizational power. Power and communication. Signs of power. Verbal and non-verbal code of power. Observing the signs of weakness.
7. Management communication. Totality of organizational communication. Classic management communication. Business communication. Main areas of communication between organization and environment. Management Information Model.
8. Individual, group and organizational levels of learning. Organizational learning and learning organization. Basic knowledge management strategies. Information technology and behaviour science approach to knowledge management.
9. Reasons and forms of conflicts in business corporations. Conflict handling strategies. Process and management of changes.
10. Management methodology. Methods, method groups and techniques. Technical skills of leaders. Method groups formed around leadership functions. Features of complex methodologies. Leadership concepts according to Hoványi.



11. Vision of the future, strategic targets, mission. Essential differences between the strategy-development process of a profit-oriented and a non-profit oriented corporation.
12. Correlation between national cultural features and philosophy of strategic planning. Structure and process of strategic planning in cultural context.
13. Theory of company value chain. Comparing the concepts of life cycle, value cycle and value chain. Value cycle innovation.
14. Methodology of strategic planning. Advantages and limits of creative techniques used in planning.
15. Corporate culture as totality of values, standards and basic assumptions. Forms of corporate culture and methods of analysis. Role of corporate culture in implementing the strategy.
16. Concept of strategic action. Conditions of developing, evaluating and implementing strategic actions in a profit-oriented company and a non-profit oriented organization.
17. Importance of strategic map and Balanced Scorecard. Differences in their implementation in case of a profit-oriented and a non-profit organization.
18. Quality-oriented management thinking. Importance of quality attitude in strategic planning and strategy implementation. Quality attitude in future visions, mission, targets and strategic action.
19. Methodological basis of context analysis and corporate diagnostics. Correlation with the system of strategic actions.
20. Main management, organizational and corporate conditions of successfully implementing the strategic plans. Role of human management, organizational development and knowledge management in the process of implementation.

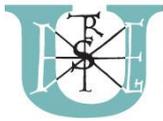


Management and Leadership MA course Topics of Final Examination

„B” Topics

(Major: Business Management Consulting)

1. What are the basic professional concepts of business management consulting? Define and describe the general process of business management consulting!
2. Why are internal and external business consultants necessary in the management work? How have these needs changed during the last 100 years? What kind of trends and tendencies can be expected concerning the future of consulting (services, consultant career models, vision of industrial sector)?
3. Describe the concept and key features of the main consulting services! How the market position of these services changed during the recent decades?
4. What kind of changes can be observed in the industrial environment of consulting after the global economic and financial crisis of 2008? How do these new challenges affect the consulting sector?
5. Describe the main steps of launching an imaginary or a really operating consulting enterprise! What are the main questions of consulting ethics (client, profession and other consultants) and what are the typical responses?
6. Introduce the aim, concept, applied methods and relevance of company screening! What are the main phases of screening and diagnosis? What are the special features in case of different consulting services?
7. Describe the professional-substantive types of business consulting interventions (change management)! What is the correlation between the concept and methodological content of „change management”?
8. Describe the aim, concept, methods, features and importance of portfolio analysis! Introduce actual samples of methodology for implementation of portfolio analysis in a company, in relation to the aim, method, features and relevance of strategic planning-analysing.
9. Introduce the place and relevance of some important methods applied in business management consulting, first of all in regards to value analysis. Describe analysing methods that are the most frequently applied in the field of marketing, including their objectives, method and relevance.
10. Describe the concept, task, method, specific visualization technique and relevance of process organization. Highlight the relation between process organization and company efficiency.



11. Describe the concept of organization development, including its objective, subject, relevance, features and basic methods. Explain the correlations between coaching, business management consulting and executive training.
12. Describe the types of consulting activities in the field of HR, features of typical service providers, as well as current and expected future trends of consulting. Introduce the aim, concept, method and relevance of business evaluation, as well as its relation with risk analysis and business planning.
13. Describe the aim, concept, method and relevance of business planning, including its relation with risk analysis and business evaluation!
14. Describe the most common aims and parts of financial analysis, concept of related analysis, related analysing methods and techniques. Explain the relation between financial analysis and accounting.
15. Describe the aim, concept, method and relevance of feasibility examination and study, including the aim, concept, methods and relevance of risk analysis and risk management as well as its relation with business planning and business evaluation.
16. Explain the basis of project planning and project organization, with special regard to project task and process structuring, as well as multi-round planning method.
17. Describe the preparatory tasks of project implementation with special regard to preparing the implementation phase and its milestones.
18. Describe the main documents of a project, with special regard to „Project plan” (types, concept, role, basic features, importance, content of operative project plan, the place of project plan drafting in project process).
19. Explain the content structure of operative project plan, including its chapters and relations between chapters. Introduce „Chapter of Resources”, its special significance and compulsory subsections.
20. Describe the system of project control (elements, methods) with special regard to project monitoring activities and the usually monitored important factors.