



PANNON EGYETEM

Gazdálkodás-és Szervezéstudományok Doktori Iskola

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Management Comprehensive Oral Exam

1. Concepts and benefits of vision, mission and strategy. Mintzberg's schools of strategic thought.
2. Strategy formulation (external assessment, internal assessment, strategy analysis).
3. Strategy evaluation (strategy-evaluation framework, Balanced Scorecard).
4. International issues, business ethics, social responsibility, sustainability in strategic management.
5. Strategic alliances (concepts, characteristics, types, benefits and costs, alliances and ethics).
6. Knowledge management (concepts, generations, knowledge life cycle framework, methods, programs and models).
7. Change management (drivers, typology, empowerment, models, anchoring, sustainability).
8. Organizational culture (definitions, elements, forms). Culture typologies.
9. Culture models. National culture. Intercultural management.
10. The role of culture in international management. Managing across cultures. Organizational cultures and diversity management. Cross-cultural communication and negotiation.
11. Organizational behavior and human resource management. Leadership across cultures. Human resource selection and development across cultures.
12. Environmental foundation of international management. Globalization and international linkages. The political, legal and technological environment. Ethics and social responsibility.

Literature:

- Mintzberg, H, Lampel, J & Ahlstrand, B (2005). Strategy Safari: A guided tour through the wilds of strategic management. Free Press.
- Fred R. David (2011). Strategic management: concepts and cases. Prentice Hall
- Shenkar, O. & Reuer, Jeffrey J. (2006). Handbook of strategic alliances. Sage Publications, Inc.
- Kotter, John P. (2012). Leading Change. Harvard Business Review Press.
- Mead, Richard & Andrews, Tim G. (2009). International management. John Wiley & Sons Ltd.