

«УТВЕРЖДАЮ»

Проректор по науке и инновациям

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Вопросы для проведения вступительного экзамена по образовательной программе докторантуры D072 «Менеджмент и управление» по направлению 8D04101 «Менеджмент» на 2019-2020 учебный год

1. What are the aims and objectives of management?
2. Describe the main concepts, criteria and indicators of management effectiveness. What does it mean when management is effective?
3. What factors might be included as 'technological factors' in the PESTEL framework.
4. What is meant by strategic recruitment?
5. What factors would need to be in place for you to be able to expand your business by franchising? Give examples or when it would be good (or not good) to try to expand your business by franchising.
6. Ideas, theories and practices of management. What are the main ideas of the classical school of management?
7. What is mentoring and what are its advantages?
8. What factors might be included as 'legal factors' in the PESTEL framework. Give examples and state why these might be important.
9. The nature and composition of management functions. Describe the classification of the functions of management.
10. What factors might be included as 'political factors' in the PESTEL framework. Give examples and state why these might be important.
11. What is meant by strategic selection?
12. Give the definition of organizational culture and explain how it affects organizational performance.
13. What factors might be included as 'environmental factors' in the PESTEL framework. Give examples and state why these might be important.
14. Ethics and social responsibility in organizations. What is meant by the term 'social responsibility' of managers, and how does it apply in practice?
15. What is innovation? Describe the role of innovation management in the development of the organization.
16. Name some ways companies can recruit employee and the advantages of each
17. Describe the characteristic of a 'strategy' and how a strategy might differ from a 'plan'.
18. Describe the main forms of foreign economic activity of the organization (i.e. how do firms enter foreign markets).
19. What factors might be included as 'economic' in the PESTEL framework. Give examples and state why these might be important.
20. Name some ways companies can select employee and the advantages of each
21. What factors might be included as 'socio-economic factors' in the PESTEL framework. Give examples and state why these might be important.

22. What is 'vision' (or 'strategic intent')? Why is it important for a company's leaders to have 'vision'? Give examples where this has been clearly true
23. How would you use the PESTEL framework to be able to assess the key drivers for change in your business sector?
24. Name some ways companies can select employee and the advantages of each
25. The nature and composition of management functions. Describe the classification of the functions of management.
26. What is a company mission statement, and why is it important for a company to have a mission statement? Can a company survive without one?
27. What is the difference between the strategy of a company, and its goal? Why is it important to make this distinction?
28. What is the distinction between the 'goal' of a company and its 'objective'? Why is it important to have both?
29. What factors might be included as 'technological factors' in the PESTEL framework. Give examples and state why these might be important.
30. What factors would need to be in place for you to be able to expand your business by franchising? Give examples or when it would be good (or not good) to try to expand your business by franchising.
31. Ideas, theories and practices of management. What are the main ideas of the classical school of management?

Руководитель ЦПО _____



Естекова Г.Б.