1. Arguments for and against the concept of corporate social responsibility
2. Elements of organisational governance that support the implementation of corporate social responsibility and their brief description
3. The concept and forms of unfair competition (brief characteristics)
4. Violence in workplace – forms and their brief description
5. The essence of circular economy
6. The 3R Initiative (reduce, reuse, and recycle)
7. Customer Experience – definitions, examples, and tools
8. The Evolution of Marketing 1.0 to Marketing 5.0
9. PEST / PESTEL Analysis
10. Definition and types of investments
11. Methods for assessing the profitability of investments
12. The concept of sustainable development in management
13. Eco-innovation - definition and examples
14. Differences between traditional and digital marketing
15. Content marketing - definition and functions
16. Diversity in organizations - components and meaning in the workplace
17. Perception and perceptual errors
18. The role of leverages in corporate finance management
19. Approaches to estimating common equity cost
20. Measuring and managing financial liquidity
21. Examples of environmental improvements in supply chain
22. Analytical methods used in planning operations
23. Categories of 'process' and 'project' - the differences between these terms
24. Critical path - its essence and role in planning projects
25. The Gantt chart and its role in project management
26. Team roles according to M. Belbin
27. The essence of team leadership. Hersey-Blanchard Situational Leadership Theory
28. Leadership styles in organisations: description and scope of use
29. Main differences between managers and leaders
30. “Becoming a leader is a process” – understanding of the issue