COMPLEX FINAL EXAM

Business Administration and Management BSc

SMES and Innovation

1. Define the following definitions of entrepreneur, entrepreneurial process or activity and entrepreneurship!
2. Describe the three driving forces of Timmons' entrepreneurship framework!
3. Define the periods of from the "Managed" to the "Entrepreneurial economy" and the knowledge economy as the four major historical phases of innovation!
4. Define connections between „Social entrepreneurship" and social innovation!
5. Define Small and Medium-sized Enterprises!
6. Introduce some selected indicators showing performance of Small and Medium-sized Enterprises!
7. Introduce some selected process of strategic management entails!
8. Introduce the main pillars of the Small Business Act for Europe!
9. Introduce some different types of organizational behaviour by Schein'S organizational model!
10. Define the relation between corporate social responsibility and small & medium-sized enterprises (SMEs) in the EU!
11. Explain the following definition and indicate the linkages between them (how can exploit their synergies): creativity, research and development, IPR management and innovation. What is the difference between R&D and D&D model? Give examples for each!
12. Define the „Open" and „Distributed" innovation!
13. What is the meaning and importance of the Intellectual Property Management? What is the trade secrets, patents, trademarks, design, utility sample and copyright? What kind of IP strategies can take into practice?
14. Summarize briefly the different types of corporate innovation strategies: What are the main characteristics of each. What kind of factors affect and why the corporate decisions to make choice among the innovation strategies?

15. Describe briefly the main steps of product innovation (from idea to market) together with the related technical, economic and marketing activities, and summarize the possible pitfalls and expected outcomes of these activities! What is the essence of the step to gate process?

16. Define the process innovation! What is the APQP and explain its main parts! Summarize the main process innovation techniques! What is the FINTECH and give some relevant examples about it!

17. Describe the goals of business planning for SMEs and the process of their development! Describe the main content elements of each chapter of the business plan! Define other alternative forms of business plan and explain the differences between them (Business Model Canvas & Lean Canvas)!

18. Describe the process and methods of preparing a financial plan that is part of the business plan of the company. Describe in detail the content elements of the financial plan and their connections!

19. Describe the process of preparing a marketing plan that is part of the business plan of the company! Describe the significance of each element of the target market marketing and marketing mix!

20. Identify SME's financing needs and financing gaps! Define the factors that affect SME's financing! Explain the main tools, initiatives to help the SME's gain access to the available financial sources!