



ციფრული მენეჯმენტის სამაგისტრო პროგრამაზე მისაღები  
სპეციალობის გამოცდის საკითხები

1. The need for digitization
2. Basic functions of management
3. Innovation and its types
4. The role of marketing in the development of production
5. What is the importance of electronic commerce
6. Types of organization, virtual organization
7. Types of organizational values
8. Role of the leader in the organization and types of leadership
9. The purpose of "entrepreneurship" and its meaning
10. Business ethics.

### References

1. Richard L. Daft, (2016), Management, 12<sup>th</sup> ed., South-Western College Pub.;
2. Luthans, F.; Doh, J.P.: (2021), International Management: Culture, Strategy, and Behavior, 11<sup>th</sup> ed., New York;
3. Hill, C.W.L.: (2021), International Business: Competing in the Global Marketplace, 13<sup>th</sup> ed., Maidenhead;
4. Shlomo Maital, D. V. R., Seshadr,i (2012), Innovation Management Strategies - Concepts and Tools for Growth and Profit, Second edition,
5. Fred R. David, Forest R., (2015), David Strategic Management. 15<sup>th</sup> Edition, Pearson Education Limited, Global Edition;
6. Porter, Michael E.: (1998), Competitive Advantage of Nations. Creating and Sustaining Superior Performance, Free Press, New York City;
7. Bruce R. Barringer, R. Duane Ireland (2022), Entrepreneurship – Successfully Launching New Ventures, 6<sup>th</sup> edition, Person Education Inc.,
8. Chaffey, Dave (2009): E-Business and E-Commerce Management, 4<sup>rd</sup> ed., Prentice Hall;
9. Crane, Andrew; Malten, Dirk (2016): Business Ethics, Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford.

შენიშვნა: სახელმძღვანელოები იხილეთ ბმულზე - [https://eeu172-my.sharepoint.com/:f/g/personal/k\\_aptarashvili\\_eeu\\_edu\\_ge/EgxsxI3ReGtPgl6mHfQevDwBGZyf4TmCh-mIn18BQQIxlG?e=PpCe5k](https://eeu172-my.sharepoint.com/:f/g/personal/k_aptarashvili_eeu_edu_ge/EgxsxI3ReGtPgl6mHfQevDwBGZyf4TmCh-mIn18BQQIxlG?e=PpCe5k)