**Exam topics**

1. „Staying the Misguided Course” (Kodak case);
2. The Nobel Memorial Prize in Economic Sciences in 2019;
3. Vison and mission of a firm;
4. “Fumbling Technology” (Iridium case);
5. Economies / Diseconomies of scale;
6. Product life cycle and planned obsolescence;
7. Long run and short run;
8. Adjacent-market strategy on the basis of the chosen company from text 3a;
9. Consolidation strategy on the basis of the chosen firm from text 3b;
10. How to create a good survey?
11. Ford and Tesla;
12. Definition of the following terms:
	1. Venture capital;
	2. Start-up;
	3. Fortune 500
	4. Factors of production;
	5. Export vs import;
	6. Outsourcing;
	7. Moore’s Law;
	8. Import quota;
	9. Complementary vs supplementary good;
	10. Strategy;
	11. Blue ocean;
	12. Las Vegas theory;
	13. Lemming Syndrome (Bandwagon Effect)
	14. The Red Queen hypothesis.