



ITMO UNIVERSITY

# LIST OF ENTRANCE EXAM QUESTIONS

FOR THE INTERNATIONAL MASTER'S DEGREE PROGRAM

## INNOVATION ENTREPRENEURSHIP

1. Economic problems in the modern economy.
2. The essence of the concept of «innovation».
3. The role and importance of innovation in the development of countries.
4. National interests of States in the context of globalization.
5. Sources of innovative ideas.
6. Innovative state policy: goals, objectives, tools.
7. The role and importance of technics and technology in modern society.
8. Technology, its role and essence.
9. The role of technology in the development of the modern economy.
10. Sources of economic growth.
11. Innovative management in the enterprise.
12. Industrial revolutions. The essence of Industry 4.0.
13. Modern manager/CEO skills and competencies.
14. Digital economics and digital transformation.
15. Main management functions.
16. Management nature and principles/fundamentals. Internal and external environment of the company.
17. Entrepreneurship as a management conception.
18. Projects and project management.
19. Difference between managers and leaders.
20. Human capital in organization's management.
21. Market and rival companies analysis (SWOT, PEST, Porter five forces analysis).
22. Intellectual property.
23. Modern marketing methods and concepts.
24. Innovation economics and its sectors.
25. Sustainable development goals and what role do technologies play in achieving them.
26. Global problems of humanity and countries' and companies' contribution in solving them.
27. National Technological Initiative - conception and major/main market sectors.
28. Key sectors of the Russian economy and the possibilities of their technological modernization.
29. The entrepreneur and his role in creating innovations.
30. The concept of a startup, the main differences between a startup and a corporation.

## EXAM PREPARATION MATERIALS

1. Thinking, Fast and Slow Author: Daniel Kahneman.
2. Blue Ocean Strategy Authors: W. Chan Kim and Renée Mauborgne.
3. The 7 Habits of Highly Effective People Author: Stephen R Covey.
4. The Hard Things About Hard Things Author: Ben Horowitz.
5. The Lean Startup Author: Eric Ries.
6. The Innovator's Dilemma Author: Clayton M. Christensen.
7. Start With Why Author: Simon Sinek.