

**萨里国际学院 2017 级工商管理专业毕业论文（管理报告）选题指南**  
**Topic Guide for BM 2017 Final Year Project (Management Report)**

管理报告类别 Area of the Report	推荐主题 Example Topic	指导教师 Supervisor
<p><b>1、 General Management</b></p> <p>This category focuses on writing a business plan or management report at corporate level, such as the creation of a new venture, growth strategy, the establishment of company image, etc.</p>	<ul style="list-style-type: none"> <li>• Entrepreneurship and Business Plan Design</li> <li>• Report on the Current Management System of Company A</li> <li>• Plan on Developing Strategy of Company A</li> <li>• Plan on Company Image</li> <li>• Plan on Corporate Culture Building</li> </ul>	<p>Mr. Peter Bittler Dr. Orhan Dr. Yousuf Dr. Artur</p>
<p><b>2、 International Business</b></p> <p>This category focuses on writing a business plan/management report that is related to the “internationalization” of the company, including company’s entry strategy to a new market, localization/globalizations, etc.</p>	<ul style="list-style-type: none"> <li>• Strategic Plan on Overseas Investment of Company A</li> <li>• Plan on localization operation of Multinational Company A</li> <li>• Proposal on cross culture management of Company A</li> </ul>	<p>Dr. Orhan Mr. Peter Bittler</p>
<p><b>3、 Marketing</b></p> <p>This category focuses writing 1) business plan for company’s marketing mix, or 2) market research report, such as market analysis, consumer behavior, etc for a company.</p>	<ul style="list-style-type: none"> <li>• Promotion proposal on a product of Company A</li> <li>• Annual promotion plan of Company A</li> <li>• Marketing report of Company A</li> <li>• Feasibility report on a product market</li> <li>• Proposal on commercial of Company A</li> <li>• Plan on products promotion and public relations of Company A</li> <li>• Recommendation on service perfection of Company A</li> </ul>	<p>Mr. Peter Bittler Dr. Orhan</p>

<p><b>4、 Human Resources Management and Organisational Structure</b></p> <p>This category focuses on writing a business plan for company's HR/OB design, payment system, training, etc.</p>	<ul style="list-style-type: none"> <li>• Plan on organization structure designing of Company A</li> <li>• Project on human resources for Company A</li> <li>• Project on salary structure of Company A</li> <li>• Project on performance appraisal designing of Company A</li> <li>• Project on training system designing of Company A</li> </ul>	
<p><b>5、 Finance</b></p> <p>This category focuses on writing a company finance analysis report and other finance-related report/research for a company</p>	<ul style="list-style-type: none"> <li>• Report on finance analysis of Company A</li> <li>• Report on business performance analysis of Company A</li> <li>• Feasibility report on project investment</li> <li>• Report on investment/financing method &amp; risk analysis of Company A</li> </ul>	<p>Dr. Yousuf</p>
<p><b>6、 E-commerce, Logistics, Operations and Others</b></p> <p>This category focuses on writing a business report that is related to e-commerce, logistics, project management, operations, etc.</p>	<ul style="list-style-type: none"> <li>• Project on information management system of Company A</li> <li>• Recommendation on project management of Company A</li> <li>• Project on management procedure of Company A</li> <li>• Project on logistics management of Company A</li> </ul>	<p>Dr. Orhan Dr. Artur</p>

**注:**

在毕业论文撰写过程中，学生需遵守学院对论文写作过程的要求，具备认真的写作态度，通过面谈、电子邮件、微信、电话等方式与教师及时沟通。在规定时间内提交选题、大纲、初稿等，按照导师要求修改报告，不得未经教师同意擅自改题。

其他有关“选题与研究主旨”、“总体结构及逻辑性”、“能力水平”、“成果质量”方面的要求，须参见《管理报告成绩评定标准》的相关内容。

**Note:**

During the progress of writing FYP, students should have serious attitude, communicate with supervisor via meeting, email, wechat, telephone positively. Submit topic, outline, draft and other material on time. Modify management report according to the suggestions. Do not change topics without supervisor's permission.

Other requirements for Topic Choosing & Research Purpose, Structures & Logicity, Research Ability, and Overall Quality can be checked in the Management Report Grading Standards.