

# Sample Project ideas for future internship projects:

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## Finance

- Increasing the capacity of managers to use accounting information to inform their decisions
- Assessing how portfolio risk management influences project portfolio success
- Analysis of the statement of cash flows to assess the performance of a business

## Human Resources

- Synchronising human resources planning to the firm's business strategy.
- Increasing employee engagement in times of stress due to economic recession.
- Motivating employees to identify sustainability opportunities within an enterprise.
- Countering internal resistance to change in response to the introduction of new management practices.

## Managerial Economics

- Analysing the relationship between stock price and market efficiencies
- The impact of sports sponsorship on a brand's equity
- Assessing political risk in international projects

## Marketing Management

- Implementing key account management within a small-medium sized enterprise.
- Creating customer experiences that will translate into brand advocacy.
- Integrating social media into the marketing communications mix.
- Analysis of the current issues, future trends and opportunities associated with dynamic pricing.

## Operations Research

- Assessing the Impact of IT on production scheduling techniques.
- Gaining competitive advantage through business processes design.
- Optimising reverse engineering systems.
- Deciding when to increase capacity and when to outsource

## COVID-19

- The future of work and post COVID-19 digital era.
- How to build and strengthen organisational resilience in the face of COVID-19?
- The impact of enforced homeworking on employee wellbeing.
- The effects of COVID-19 on the retail supply chain.
- Understanding the COVID-19 effect on online shopping.

"Thesis research projects will focus upon business and management problems/decisions with a view to either solving, or making a significant contribution towards the solving, the specified problem (or underpinning management decisions to be made). In other words, the outcome of the research should have practical consequences for the company or organisation providing the internship.

It is intended that an MSc in Management thesis will be characterised by:

A clearly articulated real-life management problem, the decisions that this requires and the evidence required to underpin those decisions.

A research design comprised of: critiqued empirically-based literature, verified secondary data, coupled with evidence gathered through the candidate's own primary research.

A precise writing style so that the contents of the thesis are communicated in a clear and concise manner to both practitioner and academic audiences.

A clear and logical structure that makes plain the linkages between the management question, the evidence gathered and the management decision(s) to be made.

Whilst the focus will be on obtaining practical outcomes neither theory nor its literature will be neglected. The emphasis will be on application and the expected output from this category of project will be in the form of a business or management report.

The company should also think about and indicate in which broad academic disciplines the thesis will reside from the following list:

- Marketing strategy and planning
- Managing people and organizations
- Managing profitability, liquidity and asset utilisation
- Improving decision quality with management science
- Economics
- Operations
- Strategic management
- Management consulting
- Corporate responsibility
- Managing business technology investments
- Organizational performance: direction, control and measurement
- Supply chain management
- Innovation management
- Entrepreneurship
- Project management
- Other

If the intended project will cover more than one disciplinary area, please indicate this.