COURSE TITLE: Thesis

COURSE NUMBER: MBA 8799

I. COURSE OBJECTIVES:

This thesis will integrate and apply all previous MBA course work to the management of the firm at the corporate policy and strategic planning level of the firm. This will be done through an independent study and 5-6 meetings with a faculty advisor. At the completion of this course, the student will submit a comprehensive analysis in APA format of a business or organization

Each student will:

1. An in-depth review of the firm’s financial condition through study of past and present income statements and balance sheets. Further financial analysis may be made through Value Line and other publications.

2. An analysis of the present marketing strategies of the organization. This will be followed by a comprehensive marketing plan which will include The Business Mission, an External and Internal Environment Analysis (TOWS diagram), goal, strategy and program formulations, an implementation plan and a feedback and control plan which will include Projected Five-Year Cash Flow Statement.

3. A discussion of the utilization of demand theory in the formulation of the marketing plan. This will include the use of demand elasticity’s and the development of revenue functions from the demand functions.

4. A comprehensive analysis of the production and/or work flow of the organization will be made to quantify system efficiency. This will be followed by recommendations on further enhancing the operational efficiency of the organization=s work flow and/or manufacturing process.

5. A review of present organization=s structure and culture will be made. This will be followed by recommendations for change if required and an implementation plan for proposed change.