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Sample Project Topics

These are provided in order to help you to spark some ideas if you are having difficulty in deciding on a topic. The topics are classified into those likely to interest people following full-time, immediate post-graduate programmes on the one hand, and those following Executive MBAs (full-time) and part-time post-experience programmes on the other. Some topics, of course, would suit either kind of student. Also, note how many lend themselves to a library-based study where access to a company prevents an empirical study based on primary data-gathering. It is up to you to decide how do-able each one might be in your own circumstances.

f/t Executive MBA; p/t post-experience programmes

- Developing a model for growth for small suppliers in UK water industry
- Instilling a customer-driven culture into an administratively-driven company
- The future of the automotive component supply industry in the UK
- Evaluating the company's production centres as a strategic asset
- Leveraging a consumer credit risk management business into Central Europe
- BT's International telephony traffic: identifying current and anticipated costs.
- The development of tourism marketing by the Sri Lankan Tourist Board
- How do we build public support for road safety speed cameras?
- Technical and group-working problems arising from the use of teleworking
- Will encouraging private care staff to achieve NVQ improve retention?
- Consumer attitudes to coupon redemption
- Introducing a Balanced Scorecard approach into the Xianshu Manufacturing Corporation
- Absence management: a strategy for change in Biomedica Laboratories
- Diversification or expansion? Which strategy to ensure future of my SME?
- Does implementation of a performance management system (e.g. Balanced scorecard) enhance value-generation?
- Partnering between the social housing sector & the Indian construction industry (procurement issues)
- Identifying perceptions of mgt training amongst training purchasers in English local authorities
- Introducing e-Business techniques into the Nigerian White Rose hotel chain
- Kotter's change model and change in Gizmo Electronics; comparison with GM.
- How can management improve the retention of Registered general Nurses within an NHS hosp trust?
- How will BPR affect Hertington Borough Council?
- A replication study of strategic collaborative communication by Key Customer Contact Representatives
- Is Erinco's ability to manage & deploy radical innovation sufficient to meet the Broadband challenge?
- Can luxury designs compete on the clothing mass market without diluting the brand?
- Glass walls and glass ceilings in Fetcam Engineering
- The travel of Japanese manufacturing ideas into the post-command economies
- Working capital, with reference to credit control in a manufacturing enterprise
- The strategic eligibility of the Bank of Birotta to become a global player
- Introducing a performance appraisal scheme into the Bahraini Ministry of Tourism

f/t immediate postgraduate and specialist Masters programmes

- Neutrality of narrative disclosure in UK listed company annual reports
- Working capital, with ref to credit control in a manufacturing SME
- Financial issues related to micro-credit institutions in Ethiopia
- The causes of conflict, and viable countermeasures in co-managed global joint ventures
- A sectoral analysis of the consumer shift from high-street shopping to internet shopping
- Use of financial ratios to predict failure/ coming difficulties- Zimbabwe
- Value weighting & simple optimisation of portfolios
- MNCs and their corporate strategies in the UK: study of auto industry
- The entry and expansion of foreign-owned companies into China through mergers and acquisitions
- A comparative study of privatisation in the UK & China consequent on Chinese entry into the WTO
- The role of team-working in improving organisational performance
- An analysis of the relationship between job satisfaction and productivity
- Do unions need Industrial/Occupational Psychologists?
- The working environment and the participation of women workers
- The utilisation of brands online and their impact on organisations
- Risk management in investment banking; new techniques
- Why are people reluctant to use online banking?
- Decision support using the Internet
- What are the constraints the success achievable by SMEs through internet marketing in the service sector?
- Preparing staff for expatriate assignments: differences between more- and less-globalised companies
- e-procurement in the airline business
- Tourism for the physically disabled
- Cash-flow forecasting methods in capital investment decisions in manufacturing companies
- The liberalisation of markets in the telecoms industry
- Food shopping by retired people: implications for supermarket retailing
- Use of hedging as a price risk management technique by gold mining companies
- Stock portfolio management with derivatives
- Strategies for encouraging growth of thanatourism
- Risk minimisation in the derivative market using VAR
- Implications for accounting standards in drawing up well-presented disclosure policies
- Designing cost management systems in small manufacturing enterprises in China
- The emergence of discount airlines and their effect on the established players
- Market viability and marketing strategy for voice mail systems
- Marketing strategies to promote own-label generic products eg. Sainsbury own-brands
- Ensuring quality in employee recruitment and selection for multinationals
- The implications of creative accounting techniques on corporate governance
- How far can we go in recruiting and selecting employees through the Internet?
- The use of derivatives in risk management
- Strategic implications for franchising companies involvement in the development of small businesses in China