



澳門大學

UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

GENERAL FRAMEWORK OF MBA APPLIED THESIS¹

I. Problem identification

- Describing the background of study
- Identifying the main business-related problem(s)

II. Problem diagnosis

- Analyzing the potential causes
- Reviewing relevant literature
- Developing a framework for actions (if necessary)

III. Action planning and recommendations

- Identifying and evaluating alternative solutions
- Selecting the best solutions

IV. Learning outcomes

- Identifying practical implications
- Reflections and conclusion

¹ The items mentioned in this general framework are for reference only. The supervisor and student can make any amendments deemed necessary.