

**Перечень рекомендуемых тем ВКР для студентов программы «Стратегические коммуникации: государство и бизнес. Международная англоязычная магистратура»
по направлению подготовки
38.04.02 Менеджмент**

1. Employee Performance: Impact of Company Goals Aligning with Personal Values
2. The Most Effective Measures of Performance: How Managers Can Evaluate Employees
3. Most Effective Management Style for a Modern Workplace
4. Distinguishing Leadership from Management in Order to Encourage Better Business Strategies
5. Workplace ethics: analysis of small businesses
6. Sustainability in business: methods and results
7. Management Strategy and Social Networks
8. Impact of HRM on organizational growth
9. Main Strategies that Attract Foreign Investment
10. Loyalty Programs Work in Retail Business