MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

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Guidelines for writing a diploma thesis
for Bachelor's (first) degree students
of speciality 073 "Management",
study programme "Business Administration"

Kharkiv
S. Kuznets KhNUE
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UDC 005(072.034)
   G94

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The order of writing, design, evaluation and defense of the thesis is considered, a list of topics proposed for research is given. Several examples of generalization, analysis and evaluation of specific economic issues as well as requirements for the design of the work are given.
For Bachelor's (first) degree students of speciality 073 "Management", study programme "Business Administration".

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Introduction

The final stage of study, which gives the right to obtain a bachelor's degree, is a thesis. It is the most active form of connection of theoretical training with practical experience of students on the basis of practice. A thesis is an independently performed work that contains theoretical research on a specific topic and has an applied nature. Its main purpose is to demonstrate the student's level of qualification and his ability to solve specific problems. In the process of preparing a thesis, students develop breadth of thinking, acquire research skills, demonstrate the level of their professional training, which is a kind of report for the entire period of study.

The learning outcomes and competences formed are defined in Table 1.

Table 1

Learning outcomes and competences formed by the educational course

Learning outcomes	Competences
LO3	GC5, GC10
LO4	GC3, GC4, GC10, GC11
LO6	GC5
LO7	GC5
LO11	GC4
LO12	GC5
LO16	GC5, SC1, SC2, SC12, SC16, SC18
LO17	GC3, GC5, GC10, GC14, SC1, SC2, SC9, SC12, SC16
LO18	GC5, SC2
LO19	GC5, SC2, SC12
LO21	GC5, SC2, SC12, SC17, SC20

The designations of the outcomes and competences mean the following:

GC3. Ability to think abstractly, analyze, and synthesize.

GC4. Ability to apply knowledge in practical situations.

GC5. Knowledge and understanding of the subject area and understanding of professional activities.

GC10. Ability to conduct research at the appropriate level.

GC11. Ability to adapt and act in a new situation.

GC14. Ability to work in an international context.

SC1. Ability to identify and describe organizational characteristics.

SC2. Ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment.

SC9. Ability to work in a team and establish interpersonal interaction in solving professional problems.

SC12. Ability to analyze and structure organizational problems, to form reasonable decisions.

SC16. Ability to apply theoretical, methodological, organizational and economic approaches to the process of developing, making and implementing management decisions under conditions of uncertainty and to form a set of the most influential risks.

SC17. Ability to perform practical tasks within a specific functional area in an international environment.

SC18. Ability to use methods of processing primary information on the economic foundations of the organization's functioning to form a system of the most urgent tasks.

SC20. Ability to develop effective procedures and communication mechanisms for interpersonal interaction in the business environment, including adaptation to new situations.

LO3. Ability to demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

LO4. Ability to demonstrate skills in identifying problems and justifying management decisions.

LO6. Ability to demonstrate skills in searching, collecting and analyzing information, calculating indicators to justify management decisions.

LO7. Ability to demonstrate organizational design skills.

LO11. Ability to demonstrate skills in situation analysis and communication in various areas of the organization's activities.

LO12. Ability to assess the legal, social and economic consequences of the organization's functioning.

LO16. Ability to demonstrate the skills of independent work, flexible thinking, openness to new knowledge, being critical and self-critical.

LO17. Ability to perform research individually and/or in a group under the guidance of a leader.

LO18. Ability to evaluate opportunities to use technology to optimize business efficiency.

LO19. Ability to demonstrate skills in analyzing and synthesizing information, applying them to analyze and solve problems in various areas of business and management.

LO21. Ability to demonstrate communication, research, technological and cross-cultural skills necessary to analyze business situations, prepare, justify and present management decisions.

The purpose of these guidelines is to establish general requirements for the organization of the process of preparation and writing of theses, their structure and content, the order of design and defense. In the appendices to

the guidelines, the approximate topics of a diploma thesis, examples of registration of accompanying documentation are given.

1. The purpose and objectives of the thesis

Completion of the thesis is the final stage of bachelor's training in a higher educational institution and the final result of students' independent studying and research activities, comprehensive work, which summarizes the study of students of various courses provided by the curriculum and internships. The graduate student must confirm the level of general theoretical and special training by writing a thesis, on the basis of which the state examination commission decides to award its author the qualification "Bachelor in Management of study programme "Business Administration" and issue a bachelor's degree.

The purpose of the thesis is to demonstrate:

deep understanding of the professional problem;

comprehensive mastery of material and methods of independent research and consistent teaching;

practical application of theoretical knowledge to solve specific problems of enterprise management.

In the process of completing the thesis, the student, in accordance with the qualification requirements, must show:

knowledge of general theoretical, general economic, professionally-oriented and special disciplines, which reveal the theoretical foundations and practical issues of management;

the ability to select, systematize and process information in accordance with the objectives of the study;

the ability to formulate sound conclusions and develop specific proposals for the organization or improvement of management of the real object under study;

the ability to use the cause-and-effect relationships of processes and phenomena in the applied field.

The thesis must be logical, probative, argumentative in nature and meet the following requirements:

contain an in-depth comprehensive analysis of the research problem;

contain elements of independent research, calculations performed using computer technology;

contain substantiated proposals for the organization of management or improvement of activities at the object under study;

be properly designed;

have all the accompanying documents;

be completed and submitted to the graduating department within the period provided by the schedule of the educational process.

2. Topics of diploma theses

The topic of the bachelor's thesis should be one of the current problems of modern management, which meets the objectives and skills provided by the educational and qualification characteristics of the bachelor and is related to the professional activities of manager.

The topics of theses are developed annually, reviewed and supplemented by the Department of Management and Business in accordance with the approved programs of the studied disciplines. A tentative list of diploma theses is given in Appendix A. The student has the right to independently choose the topic of the thesis in accordance with the topics approved by the Department of Management and Business. The student, in agreement with the supervisor, may propose his/her research topic under the conditions of appropriate substantiation of the expediency of its development (according to his/her previous research work, opportunities to obtain the necessary information on the basis of research). Along with the choice of the topic, the basis of the research on which the work will be performed is determined. It must be an enterprise of any form of ownership, which is a legal entity with independent reporting. The activity of this enterprise should create an opportunity for information support of the research in the chosen problem.

To choose the topic of the thesis, students personally submit an application (Appendix B). The chosen topic is agreed and clarified with the supervisor, after which students develop a plan and calendar schedule of work, which should correspond to the calendar schedule approved by the graduating department.

The topic of the thesis should be considered at a meeting of the Department of Management and Business and approved by the order of the rector of the university.

3. Requirements for the structure and contents of diploma theses

General requirements

During the preparation of the bachelor's thesis the student must comply with certain requirements:

the thesis submitted for the bachelor's degree "Management" is performed in the state language of Ukraine or in English and must be typed by computer;

the diploma thesis is performed by each student individually. If necessary, several theses that are part of one topic can be combined under one title and are separate components of a complex thesis;

the thesis should contribute to the solution of specific managerial, economic, financial, social problems or a set of these problems aimed at solving the organization management problems;

it is necessary that the thesis reveals the student's ability to present the material in a concise, logical and argumentative manner. The text must be free of grammatical and stylistic errors, and the design should meet the requirements for works submitted for publication;

in the thesis, the student must make a reference to the author and the source which the materials or individual results were taken from. In case of discovery of non-original material (text, tables, calculations, graphs, etc.) without reference to the author and source, the thesis defense is cancelled without the right to repeated defense;

the degree of uniqueness of the thesis text must be at least 50 %;

the final grade for the defense of the thesis cannot be more than 81 points if the degree of uniqueness of the text of the thesis is less than 70 %, or if there are no scientific publications of the student on the topic of the thesis (those that have been published or submitted).

Requirements for the structure of the thesis

The thesis is performed on the basis of pre-diploma practice, study of domestic and foreign literature in the speciality (monographs, periodicals,

laws and regulations, special literature, to a lesser extent – textbooks, manuals, etc.), managerial and financial reports and should consist of:

an explanatory note;

a presentation, which may contain graphs, diagrams, tables, mathematical models and more.

The explanatory note of the thesis should contain the following components (in the order of their inclusion in the structure of the thesis):

1. The title page of the thesis. The topic of the thesis, indicated on the title page, must fully correspond to the topic specified in the order of the rector of the university.

2. An appeal to the chairman of the state examination commission for the defense of the thesis.

The title page of the thesis and the appeal to the chairman of the state examination commission are drawn up in accordance with current standards of the university. The student personally receives a sample of the design of these components of the thesis from the responsible employee of the department.

3. An abstract of the thesis in Ukrainian and in English. The abstract contains the number of pages, tables, figures, the number of titles and pages in the bibliography, the number of appendices in the thesis and their total size in pages. Next, the main results of the thesis should be summarized. Up to 10 keywords that reflect the content of the thesis are highlighted separately. The abstract also indicates the year of performing and the year of defense of the thesis. The abstract size is up to 1 page in each language.

4. The contents of the thesis.

5. The introduction.

6. The main part, which consists of theoretical, analytical and design chapters. In turn, each chapter is divided into 2 subchapters.

7. Conclusions.

8. A list of references.

9. Appendices.

The structure of the explanatory note and the size of its individual chapters depend on the characteristics of the thesis topic, but it must be formed in compliance with the following conditions:

the size of the explanatory note is from 40 pages of typewritten text (excluding the list of references and appendices);

significant mathematical calculations, tables, economic and financial reporting, technological documentation, technical and regulatory maps,

questionnaires, illustrations, especially those that do not completely meet the requirements for design or do not contain data originated by the student, should be included in the appendices;

the number of pages in some chapters is not clearly regulated, but must meet the requirements of sufficient information and validity of decisions and conclusions.

The explanatory note to the thesis consists of chapters and subchapters. Conclusions are formulated at the end of each chapter.

The content of each of the chapters largely depends on the topic of the thesis and the plan agreed with the supervisor. However, there are general requirements for each chapter, which are listed below.

The approximate number of pages in the chapters is as follows:

Introduction: 2 – 3 pages;

the theoretical chapter: 10 – 25 pages;

the analytical chapter: 10 – 25 pages;

the project chapter: 12 – 30 pages;

conclusions: 2 – 3 pages.

The presentation is not part of the explanatory note and is intended to illustrate the main results of the work during defense. The structure and composition of the materials contained in the presentation are agreed with the supervisor after the completion of work on the explanatory note, based on the topic of the thesis and the structure of the student's report in the defense. At the same time, the presentation must contain the following components (in the specified sequence):

a title slide;

a structural and logical scheme of the thesis (in case it is done);

slides illustrating the results obtained in the theoretical, analytical and project chapters of the thesis, respectively.

The recommended size of illustrative materials is at least 5 slides. The presentation should clearly reflect the results obtained during the preparation of the thesis, and therefore, it is allowed to include material only in the form of tables, figures or formulas from those contained in the thesis.

Requirements for the content of chapters of the thesis

Introduction

The introduction contains a justification of the relevance and practical significance of the chosen topic of the bachelor's thesis, defines the purpose

and tasks of the thesis, the subject, the object of study and provides brief information about it; briefly characterizes the used methods and information sources of research, names the basis of research and outlines the structure of the thesis.

The introduction substantiates the relevance and feasibility of the thesis for the development of the relevant field of science or business. Coverage of relevance should not be verbose. It is enough to express the main idea in a few sentences.

The introduction contains the formulation of the purpose of the thesis and the tasks that need to be solved to achieve this goal. The goal should not be formulated as "research ...", "study ...", because these words indicate the means used to achieve the goal rather than the goal itself. For example, if the topic of the thesis is formulated as "Development of a business plan of an investment project", its purpose can be defined as the development of theoretical foundations of business planning, as well as development and justification of specific decisions in the business plan of an investment project.

The object of research is a process or phenomenon that creates a problem situation and is chosen for study. The object of the study can not be a specific enterprise, organization, institution or public authority or its unit based on which the work is performed, because it is the basis of the study.

The subject of research is a specific task contained within the object of study. The object and the subject of research are correlated as general and partial. In the object, the attention of the student is directed to it. The subject of research defines the theme of the diploma thesis.

The introduction also provides a list of research methods used to achieve the goal. They should not be given detached from the content of the thesis, but should be described briefly and meaningfully, determining which problems were studied and which tasks were solved in one way or another.

At the end of the introduction there is information about the structure of the thesis.

The title of each chapter should reflect the essence of the issues to be addressed. It is not allowed to use the names "Theoretical chapter", "Analytical chapter", "Practical chapter".

The theoretical chapter

The theoretical chapter of the thesis must have the following structure. The first subchapter of the theoretical chapter of the thesis, which is entitled

as "Theoretical foundations of... (the object of research)", considers the general theoretical aspects of the problem, which is the subject of research, using the analysis of literature sources on the subject, which must be referred and mentioned in the reference list of the thesis. It is advisable to reveal the content of key concepts of the study, to characterize their place in the management system of a higher level, to give their classification, structure and more. It is desirable to compare different points of view, use available statistics with reference to sources.

It is mandatory to use tables of morphological analysis for key concepts of the research. In order to improve the quality of the thesis, it is advisable to summarize the provisions of the theoretical analysis in the form of analytical tables. It is desirable to illustrate the text with graphic material: diagrams, graphs, algorithms.

The second subchapter of the theoretical chapter, which is entitled "Modern practices of... (the object of research)", can be devoted to the modern methodical provision for solving the problem, which is central to the thesis, or to highlighting the world's leading experience (best practices) in solving it. It can consider methods, algorithms, schemes, procedures, technologies, tools that can be used by the company to implement its own tasks within the object of study. In this case, it is advisable to build this part of the work on the basis of a summary table or figure (for example, strategy development procedures, competitiveness assessment methods, recruitment algorithm, etc.) followed by a detailed description of its components.

According to another approach to the content of the second subchapter, the theoretical chapter, it can consider specific examples from the practice of leading global companies, as well as interstate, industry standards, analyze current trends, with the use of statistics. In this case, the purpose of this subchapter of the thesis is to identify and summarize the world's best achievements, best practices that can be implemented in the activities of domestic enterprises.

The analytical chapter

After considering the problems of the thesis in the theoretical aspect, the student proceeds to the analytical chapter of the thesis. It should be named "Comprehensive analysis of activities of ... (the name of the organization)". This chapter must be subdivided into two subchapters.

The first subchapter of the analytical chapter is entitled "General characteristics of the enterprise and technical and economic analysis of its activities". When compiling the characteristics of the research base (enterprise, institution, organization, etc.) it is advisable to provide the following information about it: full name, main activities and products, its purpose, history of the enterprise, its organizational structure (if necessary), etc. In the same subchapter, on the basis of financial and statistical reporting of the research base, it is necessary to provide economic and functional characteristics of its activities. Technical and economic analysis of the results of the enterprise can be carried out in the following main areas: summary indicators of the enterprise, material resources, labor resources, fixed assets and more.

The information basis of technical and economic analysis is the balance sheet, income statement, statistical report on labor, etc. The reports themselves are to be provided in the appendix named "Financial and statistical reports of the enterprise" or "Financial reports of the enterprise", and in the text of the chapter the calculations of indicators in the form of tables (which, if necessary, can also be placed in a separate appendix), their interpretation and conclusions about the analysis must be provided.

An important component of the analytical chapter of the thesis is its second subchapter devoted to the analysis of the current state of the subject area at the enterprise (organization), that is to the analysis of particular issues in accordance with the topic of the thesis in order to identify current strengths and weaknesses. The use of economic-mathematical methods and models, factor analysis in the performance of this part of the analytical chapter will help to obtain more sound conclusions, although it is not mandatory.

It is desirable to summarize the problems identified within the subject area in the form of a problem map, a fishbone diagram, SNW or SWOT analysis tables (if applicable), etc. The importance of this final stage of the analysis is due to the fact that its results serve as a basis for work at the next stage of the thesis – in preparing and justifying project recommendations to address existing shortcomings and improve the organization of the thesis. Therefore, the student must pay special attention to the clarity of determining the composition and formulation of conclusions based on the analysis.

The project chapter

The task of the third chapter of the thesis is to develop specific recommendations, proposals, models for managing the parameters of the

organization on the basis of basic theoretical principles, methodological approaches, best practices set out in the first chapter, as well as conclusions based on the analysis conducted in the second chapter. The title of the chapter is usually formulated as follows: "Improving ... (the subject of research) at ... (the research base)" or "Ways to improve ... (the subject of research) at ... (the research base)" , and the chapter itself consists of two subchapters.

The first subchapter of the project chapter should contain the detailed proposals for improving the activity of the research base (an enterprise) in accordance with the research area with descriptions and explanations, and it should be based on the conclusions of the analysis conducted in the second chapter, taking into account the identified deviations, problems and shortcomings.

The second subchapter of the project chapter is devoted to planning the implementation of proposals developed by the student in the first subchapter. Its title must be formulated as "Justification of the plan for the implementation of measures to (the subject of study)". This part of the project chapter must be based on a formalized planning tool (e.g. a PERT chart, a Gantt chart, a flowchart, a process diagram) or decision justification (an analytical hierarchy process, a decision tree, a decision matrix, a RACI matrix, tabular calculations of the expected economic or social effect, etc.). The used graphical of tabular tools must be accompanied by the necessary explanations, calculations of time parameters of the plan (if necessary); individual components of the plan should be detailed, responsible persons can be assigned, the chart can be optimized, etc.

The size of any separate subchapter in the theoretical, analytical or project chapters must be not less than 5 pages.

Conclusions

Conclusions are the final stage of the bachelor's thesis. They summarize the most important theoretical and practical provisions, which contain an assessment of the results achieved in terms of compliance with the purpose of the bachelor's thesis and the task set in the introduction, proposals for improving the research activities of the organization. The sequence of conclusions should correspond to the tasks set in the introduction.

The conclusions name the topic of the scientific article (articles) in case they are published by the student on the topic of the thesis. The articles themselves are cited in the latest appendix of the thesis.

The list of references

The list of references is placed after the conclusions. It consists of the sources that were used by the student while writing the thesis, namely: legislation, textbooks, manuals, monographs, articles in periodicals, websites, reference materials, etc. Unpublished sources (financial statements, technical documentation, other internal documentation of the company, lecture notes, compiled by the student, etc.) are not included in the list of references. The number of sources used depends on the degree of study of the problem and the degree of its regulatory settlement. Based on the experience of preparing bachelor's theses, the recommended total number of sources in the list of references must be at least 30 items. Sources published not earlier than 5 years before the thesis preparation, must dominate in number.

The list of references and appendices are not included in the total size of the thesis, which is subject to restrictions (not less than 40 pages).

Appendices

The thesis must contain appendices that reflect the relevant information base of the analysis of the enterprise in full and must be properly designed.

It is also advisable that the following supporting material used to complete the perception of the thesis be included in the appendices:

intermediate mathematical proofs, formulas and calculations;

large spreadsheets (two or more complete pages);

auxiliary digital data tables;

protocols, acts;

instructions and techniques, description of algorithms and programs for solving problems using a computer, which are developed in the course of the thesis;

auxiliary illustrations;

auxiliary materials that have applied value (tables, figures, regulations on the work of departments of the enterprise, organization).

In addition, a scientific article (articles) concerning the thesis topic, in case it is published by a student, must be included in the appendices. Copies

of articles or their electronic versions (if the article is in print) are placed in the latest appendix in chronological order.

4. Requirements for the thesis formatting

General requirements

The thesis is submitted bound in hardcover or in a hard folder specially designed for thesis design.

The paper is printed using a computer on one side of a sheet of white A4 paper (210 × 297 mm) with one and a half line spacing, up to thirty lines per page (except for the title page of the thesis and application to the chairman of the state examination commission, for which the line spacing is set in accordance with the standard). Tables and illustrations can be given on AZ sheets.

The text of the thesis should be printed, leaving fields of the following size: 25 mm left, 15 mm right, 20 mm upper, 20 mm lower.

The font of the main text is plain, Times New Roman, size 14. It is not allowed to highlight individual words or parts of the text (except for headings and titles of tables, figures) in bold, italics, etc.

The paragraph indent should be 1.25 cm, the alignment of the main text is in width. "Orphan lines" are not allowed.

Numbers cannot be separated from units, they must be placed on one line. The last line of a paragraph cannot contain a word or part of it that is less than five characters long, or a number, a reference.

It is necessary to adhere to the uniform style of design of the diploma thesis. The print font should be clear, the ribbon – black and medium bold. The density of the thesis text should be the same.

The use of interrogation and exclamation marks in the text of the thesis is inadmissible. Typographical errors, mistakes and graphic inaccuracies that were found in the process of writing the thesis can be corrected by applying the corrected text (a fragment of the picture) in the same place in typewritten (computer) way. Minor corrections may be made with a corrector and paste exclusively in black, with the font and density of the typed text close to the font and density of the main text.

The titles of structural parts of the thesis – abstracts, contents, introduction, chapters, a list of references, etc. – are printed in capital letters (14 font size) in bold symmetrically to the text, for example:

INTRODUCTION

Spacing between the title and the head of the unit is one line. Headings of subchapters are printed in bold in small letters (except the first one, given in capital) with paragraph indentation. One free line is left between the text of the previous chapter and the title of the current one. No spacing is made after the heading of the chapter immediately before the text. Do not put a period at the end of the headings.

Each chapter starts on a new page. Each new subchapter begins on the same page as the previous one, leaving a one-line space.

The last page of each chapter must be at least 2/3 filled with text. You cannot leave more than one free line at the end of pages that are not the last in the chapter. It is also not allowed to end a chapter (subchapter) with a table, figure, formula – they must be followed by text.

Contents

The contents of the thesis should contain the name and numbering of the starting pages of all chapters and subchapters, including the introduction, general conclusions, a list of references, appendices, etc. Items, if they are separated within some units, are not reflected in the contents.

It is not necessary to single out each appendix in the table of contents, it is enough to indicate the number of the first page of appendices.

When compiling the contents, the sheet is divided into two columns: in the left (wider) one, numbering (if any) and the name of chapters and subchapters of the thesis are placed, and in the right, respectively, numbering of initial pages (do not specify the first and last pages) are given. You should avoid extending the names of chapters and subchapters to the right column.

When numbering home pages, do not use the "P." or "Page." No full stop after page number is put.

The table of contents should not highlight the titles of chapters, subchapters or the numbering of their home pages in bold. It is allowed to write the name of the structural elements of the thesis in capital letters – like in the text.

It is necessary to make sure that the names of the structural elements of the diploma thesis in the contents coincide with the names of these elements in the text of the thesis.

Numbering

The numbering of pages, chapters, subchapters, paragraphs, sub-paragraphs, figures, tables, formulas is given in Arabic numerals without the sign No.

The first page of the thesis is the title page, which is included in the general page numbering of the thesis. The page number is not affixed to the title page, the submission, the abstracts, the contents, the first page of the introduction.

Page numbers start from the second page of the introduction in the upper right corner without a dot at the end to the last page of the appendix. When numbering pages, use the font Times New Roman, size 12.

Before the title of the chapter put its number in Arabic numerals, followed by a period. The word "chapter" is not written.

Such structural components of the thesis as appeal, abstract, contents, introduction, conclusions, list of references do not have a number.

Subchapters are numbered within each chapter. The subchapter number consists of the chapter number and the serial number of the subchapter, between which a full stop is placed. At the end of the unit number there should be a dot, for example: "2.3." (the third subchapter of the second chapter). Then, in the same line, the title of the unit is placed.

Items, i.e. structural parts of subchapters with their own numbering, for example, 1.3.2 (the second item of the third subchapter of the first chapter) are not highlighted in the thesis.

Lists

In the thesis, when listing certain objects, phenomena or their properties, it may be necessary to use lists (numbered or marked). General rules for using lists are the following.

1. If the positions of the lists are large enough (consisting of several sentences), it is advisable to use a numbered list. Each position of the list begins on a new line with a capital letter; at the end of the position there is a full stop. The numbering is given in Arabic numerals, followed by a full stop. The closing parenthesis is not placed after the number. If the positions of the

lists are very voluminous (consisting of several paragraphs), it is allowed to use numbering in Roman numerals or capital letters of the Ukrainian / English alphabet, for example:

1. We start with a capital letter. We put a full stop at the end of each item.

2. Then you continue with the next item. And so on.

2. If the logic of the thesis requires the numbering of list items with a small number of items, use a numbered list or a list with letters. Numbering is given in Arabic numerals or lowercase letters of the Latin alphabet. After the number is placed, a closing parenthesis is placed without a dot. Each position of the list begins on a new line with a lowercase letter, a semicolon is placed at the end of the position. A full stop is placed at the end of the last position, for example:

Investments can be:

1) real;

2) financial.

or

Investments can be:

a) real;

b) financial.

3. If it is necessary to use a multi-level list (if some or all items of the list contain "nested" lists), it is advisable to follow the same rules as for voluminous list items (paragraph 1).

4. In all other cases, a bulleted list is used. Each position of the list begins with a new line with a lowercase letter, a semicolon is placed at the end of the position. A full stop is placed at the end of the last position. The marker is either not used at all or a dash is used as a marker. You cannot use other types of markers (a circle, a flower, an arrow, etc.), for example:

Investments can be:

real, which means investments in buildings, machines and materials or equipment;

financial.

or

Investments can be:

– real;

– financial.

The style of design of lists of a certain type should be the same throughout the thesis.

Illustrations

Illustrations (diagrams, schemes, graphs) must be given immediately after the text where they are mentioned for the first time, or on the next page if they do not fit immediately after the text. Illustrations that are placed on individual pages of the thesis are included in the general page numbering. An illustration larger than A4 is considered as one page and placed in appropriate places on A3 sheets after mention in the text or in the appendices.

Reference illustrations (photographs, drawings, diagrams, schemes, graphs, maps) are placed in the appendices; be sure to refer to them in the text.

Each illustration must correspond to the text, and the text to illustrations. Each illustration given in the main text of the thesis or in the appendices must be referenced in the text.

All illustrations, regardless of whether they are graphs, charts, diagrams, etc., are marked with the word "Fig." starting from capital letter and numbered consecutively within the chapter, except for the illustrations given in the appendices. The number of the illustration must consist of the chapter number and the serial number of the illustration, between which a full stop is placed. The number of the illustration, its title and explanatory captions are placed consecutively exclusively under the illustration. A dot is placed between the number of the illustration and its title, for example: "Fig. 1.2. Classification of marketing plans of the enterprise".

The quality of the illustration should ensure its clear reproduction (electrographic copying, printer). Illustrations must be computer-generated and in black and white. Color illustrations are only allowed in appendices. The main text does not allow the placement of illustrations with a gray or colored background of individual elements, except for illustrations made using MS Excel or specialized programs (e.g. Statistica, Decision Explorer, etc.). In the case of using specialized software, it is allowed to illustrate the results in the format of a screen copy (a screenshot).

The title of the illustration is placed after its number. The number and the name of the illustration should be highlighted in bold, placed

symmetrically to the text. It is important that the style of design of the titles of all illustrations in the thesis be the same (Fig. 1).

The title of the illustration may contain an explication, which is constructed as follows: the details of the illustration are indicated by numbers that are signed, accompanied by text. It should be noted that the explication does not replace the general name of the illustration, but only explains it.

An illustration, its title and an explication cannot be divided into parts.

There should be one free line between the text and the illustration, between the illustration and its title, and between the title of the illustration and the following text.

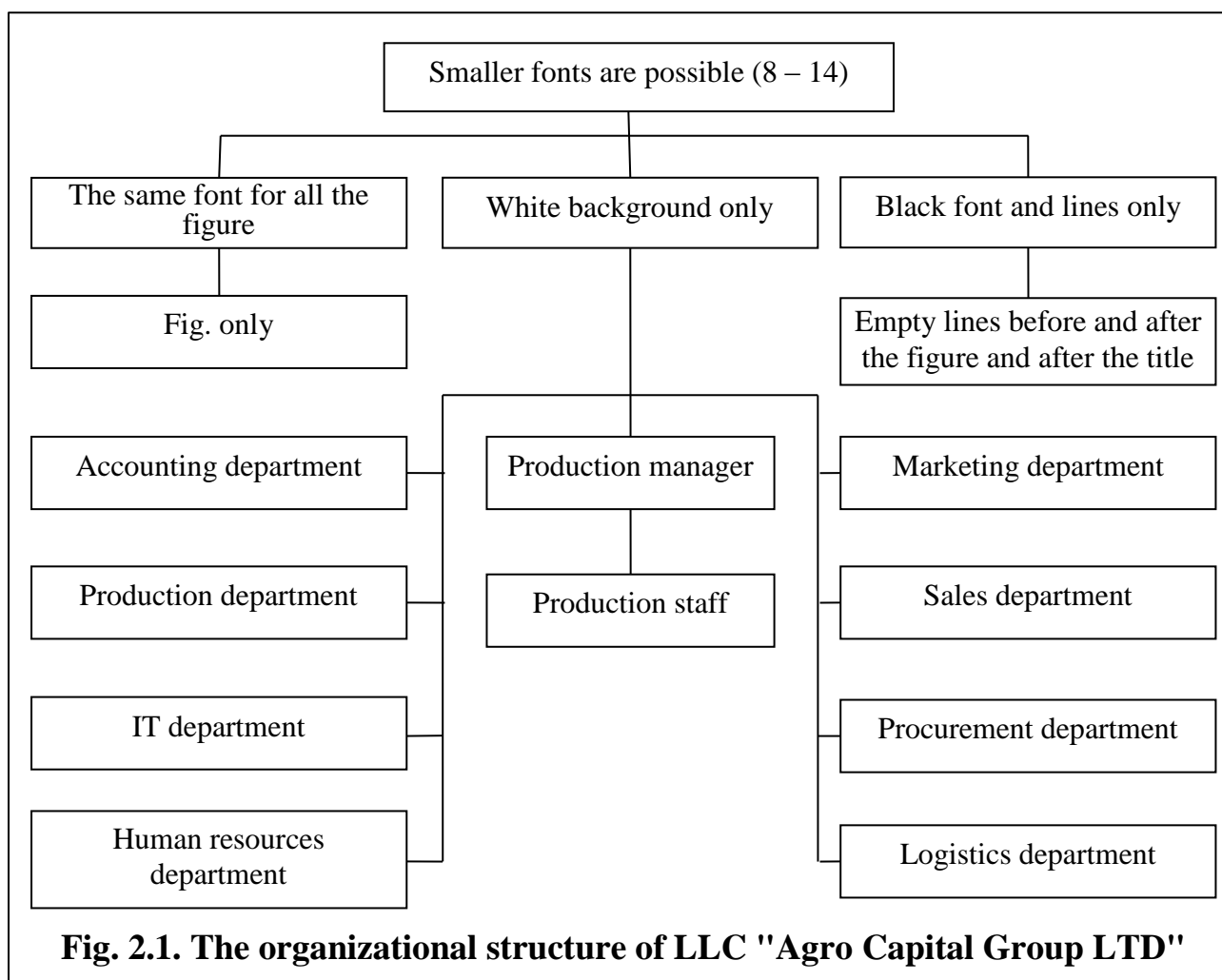**Fig. 2.1. The organizational structure of LLC "Agro Capital Group LTD"**

Fig. 1. **An example of illustration design**

Tables

Tables are numbered sequentially (except for the tables in the appendices) within the chapter. Near the right margin of the sheet, leaving

20

a blank line after the text, above the appropriate name of the table, the inscription "Table" with its number is placed. The table number must consist of a chapter number and a sequence number of the table, between which a period is placed. No full stop is placed after the table number, for example: "Table 3.2" is the second table of the third chapter.

The next line must include the name of the table, which is printed symmetrically to the text. The word "Table" and the name of the table begin with a capital letter. The name is not underlined and the full stop is not put. The word "Table", its number and title should be highlighted in bold. It is important that the style of design of the names of all tables in the thesis be the same.

Under the name of the table, without spacing, place the table. An example of the design of the table is given in Fig. 2.

Table 2.1

Analysis of output and sales indicators of LLC "Agro Capital Group LTD" for years 2015 – 2016, ths UAH

Header font must be bold, centered vertically and horizontally	Value		Dynamics	
	2015	2016	Increase	Growth rate, %
Font size must be 10, 12 (most preferable) or 14, Line spacing is single No indent for the 1st line	21 818	Cells with numbers should be centered	−1	91.6
Text cells should be aligned on the left	21 818	24 966	3 148	114,4
Should be filled with dashes	222	223	–	–
A space before the title and after the table	21 818	24 966	3 148	114.4

Fig. 2. **An example of table design**

The table must contain a header with the name of the columns (sometimes – rows). If this is not possible (for example, a table is a matrix), it is better to design the table as an illustration. The table header is also highlighted in bold.

If the table provides homogeneous data, the unit of measurement of such data can be taken out of the name of the table, after a comma, for example: "Dynamics of enterprise profit in 2020 – 2021, thousand UAH"

(without quotes). If the text that is repeated in the columns of the table consists of one word, it can be replaced by quotation marks; if these are two or more words, then at the first repetition it is replaced by the words "Same", and then by quotation marks. It is not possible to put quotation marks instead of numbers, marks, signs, mathematical and chemical symbols. If digital or other data in some field of the table is not given, a dash is put. It is not allowed to leave the table fields blank.

The table is placed after the first mention of it in the text or, if this is not possible, on the next page. The table is placed so that it can be read without turning the bound block or by turning it clockwise.

All tables of the thesis must be referenced in the text.

When transferring a table to another sheet, the word "Table" and its number, as well as the title, are placed only once above its first part, located on the first page. Above the other parts, placed on the following pages, near the right margin of the sheet, write the words "Continuation of the table" and indicate the table number, for example: "Continuation of table 1.2" (with no quotes). The words "Continuation of the table" are highlighted in bold.

In addition, when transferring a table, on the first page under the header of the table, there should be a row with the ordinal numbers of columns, and on the other pages such a row is placed instead of the header.

It is not allowed to leave only the title, or the title and heading of the table on the page. Tables can be transferred to another sheet only in such a way that there are at least three semantic rows on the first and last page (excluding the header and the row with column serial numbers). If this is not possible, the table is not disrupted, but completely carried over to the next page.

14, 12 or 10 font size Times New Roman is allowed for tables, the line spacing must be single.

If the size of the table is 2 full sheets or more, such a table is transferred to the appendices.

A chapter or subchapter cannot end with a table, it must be followed by text.

Formulas

Formulas in the thesis are performed using standard mathematical editors Microsoft Office (for example, Microsoft Equation 3.0) and numbered

(if more than one) within the chapter. Formulas are symmetrical to the text; a comma may appear immediately after the formula, or a punctuation mark may be missing. The style of design of all formulas in the thesis should be the same.

The formula number consists of the chapter number and the ordinal number of the formula in the chapter, between which a full stop is placed. Formula numbers are written near the right margin of the sheet at the level of the corresponding formula in parentheses. No dots are placed between the formula and its number, as well as after the formula number, neither in parentheses nor outside the parentheses.

Directly below the formula, all explanations of the values of the symbols and numerical coefficients used in the formula (including the symbol indicating the value for which the formula is compiled) must be explained, in the order in which they are given in the formula. If a certain symbol or numerical coefficient has already been used in one of the previous formulas of the current chapter and the value of such a symbol has not changed, it is not necessary to give its explanation a second time.

At the end of the explanation, after the comma, the unit of measurement of the explained indicator should be indicated.

The value of each symbol and numerical coefficient must be given on a new line. The first line of the explanation begins with the word "where" in lowercase without a colon. A semicolon is placed at the end of each line, and each new explanation begins with a lowercase letter.

It is not allowed to place two different formulas or equations on one line. Equations and formulas should be separated from the text by free lines, i.e. above and below each formula, as well as between the actual formula and the explanation, you need to leave one free line.

Small simple formulas that do not have independent meaning should be entered inside the lines of text, i.e. it should not be given separately.

If the equation does not fit in one line, it should be transferred after the equal sign (=) or after the plus (+), minus (−), multiplication (×) and division (:). When transferring the equation, the corresponding sign is duplicated at the beginning of the next line. The number of the formula when it is transferred is placed at the level of the last line. The fraction formula number is given at the level of the main horizontal line of the formula. The number of the group of

formulas, placed on separate lines and united by a round brackets, is placed to the right of the bracket, for example:

$$A = B - \frac{C_i}{D^2} \times \sqrt[4]{E \times FA} = B - \frac{C_i}{D^2} \times \sqrt[4]{E \times F} \, , \qquad (3.5)$$

where A is profit, UAH;

B is revenue, UAH;

C…

You must explain all the formula components, formulas are made in MS Equation only or in other MS Word editor.

According to the numbering, this is the fifth formula of the third chapter.

It is not allowed to use three-level numbering of illustrations, tables and formulas, for example: "Fig. 2.3.2" or "(3.1.4)".

References

When writing a thesis, the student must refer to the sources, materials or individual results cited in the thesis (theoretical sources, reference materials, etc.), as well as tables, formulas, illustrations and appendices.

In the theoretical chapter of the thesis, in case materials published by other authors are mentioned, a separate reference is made for each given final opinion, which can be highlighted in the text by a paragraph, a separate sentence or quotation. The presence of on average one – two references to one page of the text of the theoretical chapter, citing several consecutive pages of text from one source indicate a low quality of theoretical research and may be the reason for not allowing the thesis to defend.

If you use information, materials from textbooks, monographs, review articles, other sources with a large number of pages, then the link must specify the page numbers, illustrations, tables, formulas from the source referenced in the thesis.

References to sources in the text should be indicated by a serial number in the list of references and separated by two square brackets, for example: "[5, p. 25 – 27]" (fifth number in the list of references, 25 – 27 pages), or " ... in the works [11; 23; 29] ... ". Do not put a dot in front of the closing bracket. After the bracket, a full stop is placed only if it is the end of

the sentence. If the link is at the end of the title of the table or illustration, do not put a full stop.

References to the illustrations of the thesis indicate the serial number of the illustration, for example: "Fig. 1.2 ", in lower case.

References to formulas indicate the ordinal number of the formula in parentheses, for example: "... in formula (2.1)".

In repeated references to tables, illustrations and formulas, the word "see" should be written, for example: "see table 1.3".

References to appendices should be used in cases where all the materials of the appendix are in question or the appendix contains only one component (text, table, illustration, formula, etc.). In this case, the word "appendix" and its number are used, for example: "The scheme of the organizational structure of the enterprise is given in Appendix A". If the reference is made to a separate element of the appendix, you need to specify only this element, without naming the appendix number, for example, you need to write "... in table B.4 ..." instead of "... in table B.4 of Appendix B ...".

In references to illustrations, formulas, tables, appendices, the corresponding symbols are written in lower case (except when they are at the beginning of the sentence). No full stop is placed after the reference (figure, table, appendix, formula bracket), except when the reference is at the end of the sentence.

A list of references

A list of references is to be formatted in accordance with the requirements of DSTU 8302:2015 (Ukrainian – ДСТУ 8302:2015). An example of the formatting can be found by the link http://lib.znau.edu.ua/jirbis2/images/phocagallery/2017/Pryklady_DSTU_8302_2015.pdf.

Sources in the list of references are given in alphabetical order (in alphabetical order by the names of the first authors or by title in case of absence of authors). First, sources in Ukrainian are provided, followed by foreign-language sources. Numbering of sources in the list is continuous. The list of references may also be given in the order of citing them in the text.

When adding individual sources to the list of references, it is necessary to provide all the initial data: the name of the author (authors), the title of the work, the place and name of the publisher (the last is not mandatory), the year of publication, the total number of pages (for periodicals – the range of

pages for the article referred). In addition, when formatting a list of references, the following general requirements are to be followed:

the initials and surname of the author are not separated from each other, i.e. are always placed on the same line;

titles and other details of sources from foreign languages are not translated;

the abbreviation of the word "page" ("p.") is always placed on the same line with the corresponding number;

it is not allowed to indicate the issue of the magazine (newspaper) as a separate item in the bibliography – the position of the bibliography can be only a separate article;

similarly, it is not recommended to refer to the whole website: the position of the list of references should be a separate page, which is designed as an article (with some differences from the article in the paper edition). Exceptions may be sites with statistical, reference information – in the case of repeated references in the text of the thesis to different pages of such a site it may be indicated as a separate item in the list of references;

The URL of the website, both in the main text of the thesis and in the list of references, cannot be given in an underlined font;

it is necessary to strictly adhere to the requirements for punctuation and font type (according to the sample), without replacing the dash with a hyphen, making the necessary spaces between the structural elements of the position of the bibliography and punctuation marks, using the *italic* font when it is required by the standard.

You can use the online reference generator to create items in the list of references: https://www.grafiati.com/uk/blogs/dstu-8302-2015-referencing-generator/.

An example of the design of literary sources according to their types is given in Appendix C of the guidelines. It should be borne in mind that the list of references is drawn up in a list, not in a table.

An example is provided below.

A LIST OF REFERENCES

1. Про Державну програму економічного і соціального розвитку України на 2010 рік : Закон України від 20.05.2010 р. № 2278-17. URL: http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi?nreg=2278-17 (дата звернення: 12.10.2023).

2. Anderson E., Simester D. Effects of $9 Price Endings on Retail Sales. *Quantitative Marketing and Economics.* 2003. Issue 1. P. 93–110.

3. Arsel Z., Kirsi E., Moisander J. Introduction: theorising gender and gendering theory in marketing and consumer research. *Journal of Marketing Management*. 2015. Issue 31 (16). – P. 1553–1558.

4. Barletta M. How Does Marketing for Women Differs from Marketing for Men. Michigan : Dearborn Trade, 2011. 288 p.

5. Berggren J., Gonzalez R. Gender Difference in Financial Decision Making. Umea : Umea University. 2014. 184 p.

6. Pushkar O., Zavgorodnia O. Decision support systems : summary of lectures. Kharkiv : Publishing House of KhNUE, 2012. 172 p.

7. Bhasin H. Aaker Brand Equity Model. *Marketing 91* : website. URL: https://www.marketing91.com/aaker-brand-equity-model (date of access: 03.11.2023).

8. Chua N. Y., Lundbye J. Endovascular catheter as a rewarming method for accidental hypothermia. *Therapeutic hypothermia and temperature management*. 2012. Vol. 2. No. 2. P. 89–91. URL: https://doi.org/10.1089/ther.2012.0001 (date of access: 06.05.2020).

9. Population, total. *The Worlrd Bank* : website. URL: https://data.worldbank.org/indicator/SP.POP.TOTL?view=chart (date of access: 15.10.2023).

10. Porter M. E. Competitive Strategy: Techniques for Analyzing Industries and Competitors. 2nd ed. *Amazon* : website. URL: https://www.amazon.com/Competitive-Strategy-Techniques-Industries-Competitors/dp/0684841487 (date of access: 07.08.2023).

Appendices

Appendices are designed as a continuation of the bachelor's thesis immediately after the list of references in the form of a separate part, and are placed in the order of reference to them in the text of the thesis. Appendices must begin with the title page, on which the word "APPENDICES" is printed symmetrically in large letters on the sheet. Each appendix should also begin with a title page on which the word "appendix" and the corresponding letter are written in bold symmetrically to the page. For example: "APPENDIX A". On the other line, its name in small letters in bold should be given, for example: "Organizational structure of enterprise management". The words "APPENDICES", "APPENDIX", the appendix number and its name are not quoted.

Appendices should be indicated in consecutive capital letters of the English alphabet, for example: "APPENDIX A", "APPENDIX B", etc.

Illustrations, tables and formulas, which are placed in the appendices, are numbered within each appendix, for example: "Fig. D.2" – the second figure of Appendix D; (A.1) – the first formula of Appendix A. Elsewhere, the illustrations, tables and formulas contained in the Appendices are subject to the general design requirements.

Documents filled in on both sides of the sheet are counted as two pages, but the number is placed only on the first of them.

It is inadmissible to provide in the appendices any documents containing the seal of the enterprise or the signatures of its officials, in particular, financial statements. Financial statements of the enterprise – the prediploma internship and research base – are given in the tables created using Microsoft Excel.

Articles that have not yet been published are given in the appendix in accordance with the requirements for their design in the publication to which they are submitted.

The formatting procedure for the diploma thesis is described in Appendix E.

Requirements for the formatting of the presentation

A presentation must contain at least 5 slides. It includes graphs, diagrams, tables and formulas that must be in the thesis, which have a semantic load and which will be reported during the thesis defense. Slides are arranged in the order in which they are mentioned in the report during the defense.

The numbering of illustrations, tables and formulas in the presentation is continuous. Illustrations, tables and formulas in the presentation have their own one-level number, not the one they had in the thesis text, for example: "Fig. 1".

In addition to the presentation, the student must submit to the commission the text or copy of the article published in the scientific journal on the topic of the thesis. A pre-published article and its electronic version (if it has not yet been published) are submitted to the graduating department.

5. Supervision of thesis

In order to timely prepare for the bachelor's thesis of students by order of the rector of the higher education institution in accordance with the

submission of the department, supervisors of theses are appointed. In addition, consultants – teachers of relevant departments – are appointed to consult on certain issues.

Thesis supervision is carried out by teachers of the highest level of qualification of the Department of Management and Business. The distribution of supervisors of the bachelor's thesis by students is approved at the meeting of the department, taking into account the topics of thesis and wishes of students.

The thesis supervisor performs the following functions:

manages the preparation of the thesis;

controls the implementation of the schedule of the educational process by the student;

helps the student to formulate the final version of the topic of the thesis, choose the right direction and methods of solving major problems, together with the student determines the tasks for the thesis and makes a plan;

assists in the development of a calendar schedule for the entire period of preparation of the thesis;

recommends the necessary sources to study the topic of the thesis: basic literature, reference materials, etc.;

conducts systematic, regular and scheduled consultations, conversations;

analyzes and controls the organization of independent student work;

monitors the performance of work (in parts and in general) in accordance with the developed calendar schedule;

checks the chapters of the thesis and work in general;

helps to prepare and publish a scientific article based on the thesis.

6. Preparation of theses by students

Preparation of theses begins after the approval of the topic and the appointment of supervisors.

The work on preparation and writing of the bachelor's thesis is carried out by students independently in accordance with the calendar schedule approved by the graduating department. In the process of work the student must follow all the recommendations of the supervisor.

Responsibility for the implementation of approved diploma preparation plans is on the students and supervisors. In case of non-fulfillment of this

plan, the supervisor reports on this issue in the meeting of the Department of Management and Business.

The thesis must be adherent to the principles of academic integrity. A complete thesis will be checked by a specific software for plagiarism (StrikePlagiarism.com).

After completing the bachelor's thesis, the student must obtain all necessary signatures from the supervisor and consultants.

A completed thesis is submitted to the supervisor not later than two weeks before the appointed date of defense. After studying and in case of approval of the thesis, the supervisor returns the student's thesis to pass the procedure of compliance assessment and its further approval by the head of the Department of Management and Business. The purpose of compliance assessment, which is carried out by the teacher of the graduating department, is the final verification of compliance of the content and design of the work with the requirements of the department. In addition to the unbound explanatory note, the student must provide an article (with an electronic version) or a copy of the published article.

After approval by the head of the Department of Management and Business, the bachelor's thesis is submitted for external review.

The electronic version on a diskette (disk) in a separate envelope (file) is submitted to the graduating department.

In case of a negative conclusion of the head of the graduating department, the student is not allowed to defend the thesis.

Before the defense, the student is obliged to read the review, analyze it and prepare responses to comments.

Students who have not completed the curriculum and at the time of submission of the thesis have academic debt are not allowed to defend their theses.

Students who have not defended their theses are not eligible for a bachelor's degree. Such students are issued a certificate of completion of the bachelor's degree program.

7. External review of the thesis

External reviewers may be leading specialists working at enterprises, research institutions, teachers of other higher education institutions. The review must be printed on the letterhead of the enterprise (institution) or have

its seal, or have another format approved by the Management and Business Department. The external review should contain the following components:

conclusions on the relevance of the chosen topic, the practical significance of the thesis;

characteristics of the completeness of the task on the explication of the thesis topic, compliance with the content of the work to the task;

conclusions on the use of modern research methods, methodological approaches to improving the activities of the enterprise in accordance with the direction of the thesis;

evaluation of specific proposals, recommendations for improving the management of certain aspects of the enterprise, increasing its efficiency;

assessment of general impressions from the thesis (design, style and literacy of the text, etc.);

the reviewer's conclusion on the compliance of the quality of the thesis with the requirements for such works, on the possibility of admitting it to the defense, the proposed assessment of the work on the University's grading scale and the national grading scale in parentheses and the possibility of awarding the student a bachelor's degree in management.

8. The procedure for the thesis defense and assessment

Thesis defense is held at an open meeting of the State Examination Commission.

Lists of students admitted to the defense are submitted to the state examination commission no later than one week before the defense.

At the same time, the members of the state examination commission will be acquainted with the diploma theses of the students that this commission will consider.

The following documents are submitted to the State Examination Commission before the start of the defense:

a summary of students' implementation of the curriculum and the grades they received;

an external review.

The State Examination Commission may also be provided with other materials characterizing the scientific and practical value of the diploma work – printed articles on the topic of the work, documents indicating its practical application, etc.

The thesis defense procedure is public and consists of the following stages:

a brief report of the author (which determines the purpose, content, scientific and practical value of the work; issues submitted for defense, and the results of the thesis). The recommended duration of the student's report is 5 – 7 minutes;

answers to questions of the members of the State Examination Commission and those present at the defense;

answers reviewer's to comments;

summarization of the thesis defense results (assessment of the thesis of each student).

Based on the review, the results of the thesis defense and an average grade based on the grades obtained during training, the State Examination Commission makes a reasoned decision for each student to award a bachelor's degree.

The decision of the State Examination Commission to assess the knowledge found during the preparation and defense of the thesis, as well as assigning a bachelor's degree to a student and issuing a relevant state document is made by the State Examination Commission at a closed meeting by open voting participation in the meeting. With the same number of votes, the vote of the head is decisive.

The final grade for the thesis is calculated on a 100-point scale according to the assessment system.

The grading scale of the thesis is given in Table 2.

Table 2

The grading scale of the thesis

100-point scale	Requirements for obtaining the grade
1	2
90 – 100	All structural elements are present in the thesis, the topic is fully developed, practical significance is substantiated, practical recommendations are available, all formal requirements for a thesis are met, conclusions and recommendations are based on personal research results, research methods are correctly applied. The report is concrete and logical, its presentation is done fluently with knowledge of the subject and the use of multimedia and handouts. The review is positive, and may have insignificant comments. The answers to EC members' questions are correct and specific. The student has published or submitted a scientific article based on the results of the thesis

Table 2 (continuation)

1	2
82 – 89	The topic of the thesis is fully developed, but there are some insignificant shortcomings (sometimes a superficial analysis of the literature and sources in the theoretical part; in some cases there is a lack of clarity in the proposed measures; insufficient use of special literature or the source base). The report is concrete and logical, and its presentation is done fluently with knowledge of the subject and the use of multimedia and handouts. The review is positive, but may contain some comments. The answers to EC members' questions are mostly correct and specific. The student has published or submitted a scientific article based on the results of the thesis
74 – 81	The topic is developed in the thesis, but there are some insignificant shortcomings (superficial analysis of literature and sources in the theoretical part; lack of clarity in the proposed measures; certain errors in the analytical part; insufficient use of literature and source base). The report is concrete and logical, and its presentation is done fluently with knowledge of the subject and the use of multimedia and handouts. The review contains some comments. The answers to EC members' questions are mostly correct and specific, but may contain certain inaccuracies
64 – 73	In general, the topic is developed in the thesis, but there are content inaccuracies: the purpose of the thesis is not clearly formulated; the theoretical section has a clear nature of compilation (simple retelling of fragments from literature and sources without personal analysis and generalizations); there is no comparison and contrast of different views from the literature, the provision of information materials (tables, graphs, diagrams) is not always justified, there are errors in the analytical section, the recommendations in the third section are based on unconvincing results. The report was read according to the text, and the presentation of handouts and/or multimedia was made at a satisfactory level. The review contains significant comments. The answers to EC members' questions are mostly wrong and not specific
60 – 63	In general, the topic is developed in the thesis, but there are substantive inaccuracies: the purpose and tasks of the thesis are not clearly formulated; the theoretical section has a clear nature of compilation (simple retelling of fragments from literature and sources without own analysis and generalizations); there is no comparison and contrast of different views from the literature, the presentation of information materials (tables, graphs, diagrams) is not justified, there are errors in the analytical section, the recommendations in the third section are based on unconvincing results. The report was read according to the text, and the presentation of handouts and/or multimedia was made at an unsatisfactory level. The review contains significant comments. The answers to EC members' questions are mostly wrong

Table 2 (the end)

1	2
1 – 59	There is no clearly formulated purpose in the thesis; sections are almost unrelated; a critical review of specialized literature is lacking; the scientific analysis is performed superficially (descriptiveness prevails, there are no comparisons, systematization, generalizations, etc.), the analytical section is performed with significant errors, recommendations are not based on specific results of personal research, substantiation with evidence from sources is absent or incomplete; the design of the thesis does not meet the requirements and/or the multimedia presentation is missing. The report was read according to the text, and the handouts were completed at an unsatisfactory level. The review contains significant comments. The answers to EC members' questions are mostly wrong and not specific
0	The thesis was submitted with a systematic violation of the terms of the educational schedule, was not submitted to the scientific supervisor for review in time; was written on a topic that was not approved by the order of the University; the thesis contains plagiarism; the thesis was not performed independently; the structure of the thesis does not meet the requirements; the thesis is carelessly designed

The results of the defense of theses are announced on the same day after the minutes of the meeting of the State Examination Commission. Students whose work contains a significant amount of scientific novelty may be recommended by the State Examination Commission for admission to the master's program.

Recommended literature

1. Бібліографічне посилання. Загальні положення та правила складання : ДСТУ 8302:2015 / Нац. стандарт України. – Вид. офіц. – [Введено вперше ; чинний від 2016-07-01]. – Київ : ДП "УкрНДНЦ", 2016. – 17 с. – (Інформація та документація).

2. ДСТУ 3008:2015. Документація. Звіти у сфері науки і техніки. Структура і правила оформлювання [Електронний ресурс]. – Режим доступу : http://www.knmu.kharkov.ua/attachments/3659_3008-2015.PDF.

3. Кодекс академічної доброчесності Харківського національного економічного університету імені Семена Кузнеця [Електронний ресурс]. – Режим доступу : https://www.hneu.edu.ua/wp-content/uploads/2019/11/Kodeksakademichnoyi-dobrochesnosti.pdf.

4. Основи наукових досліджень [Електронний ресурс] : навч. посіб. / О. М. Сінчук, Т. М. Берідзе, М. Л. Барановська та ін. – Електронні текстові дані (1 файл: 1,88 Мбайт). – Кременчук : ПП Щербатих О. В., 2022. – 196 с. – Режим доступу : https://ela.kpi.ua/handle/123456789/47228?locale=uk.

5. Положення про атестацію здобувачів вищої освіти ХНЕУ ім. С. Кузнеця [Електронний ресурс]. – Режим доступу : https://www.hneu.edu.ua/wp-content/uploads/2023/09/Polozhennya-pro-atestatsiyu-zdobuvachiv-vyshhoyi-osvity-HNEU.pdf.

6. Порядок оцінювання результатів навчання здобувачів вищої освіти за накопичувальною бально-рейтинговою системою в ХНЕУ ім. С. Кузнеця [Електронний ресурс]. – Режим доступу : https://www.hneu.edu.ua/wp-content/uploads/2023/06/Poryadok-otsinyuvannya-rezultativ-navchannya-studentiv.pdf.

7. Порядок проведення атестації здобувачів вищої освіти в ХНЕУ ім. С. Кузнеця під час введення воєнного стану в Україні [Електронний ресурс]. – Режим доступу : https://www.hneu.edu.ua/wp-content/uploads/2022/05/Poryadok-provedennya-atestatsiyi-v-HNEU-pid-chas-vvedennya-voyennogo-stanu-v-Ukrayini.pdf.

8. Пушкар О. І. Методологія та організація наукових досліджень [Електронний ресурс] : навч. посіб. / О. І. Пушкар. – Харків : ХНЕУ ім. С. Кузнеця, 2020. – 866 с. – Режим доступу : http://www.repository.hneu.edu.ua/handle/123456789/23346.

9. Регламент перевірки на унікальність академічних текстів здобувачів вищої освіти та науково-педагогічних працівників ХНЕУ ім. С. Кузнеця навчально-методичним відділом [Електронний ресурс]. – Режим доступу : https://www.hneu.edu.ua/wp-content/uploads/1/Reglament-perevirky-na-unikalnist-akademichnyh-tekstiv.pdf.

10. Рекомендації щодо запобігання академічного плагіату та його виявлення в наукових роботах (авторефератах, дисертаціях, монографіях, наукових доповідях, статтях тощо) [Електронний ресурс]. – Режим доступу : https://zakon.rada.gov.ua/rada/show/v8681729-18#Text.

Appendices

A list of topics of bachelor's theses

Decision-making in management

1. Improvement of the process of making management decisions at an enterprise.

2. Improvement of the technology of management decision-making at an enterprise.

3. Development of a project to increase the profitability of an enterprise.

4. Justification of the directions of formation and use of the company's profit.

5. Justification of the outsourcing of individual functions of an enterprise.

6. Making decisions regarding the structure of stocks at an enterprise.

7. Development of measures to support management decision-making at an enterprise.

8. Improvement of the existing technology of management decision-making regarding the labor motivation system at an enterprise.

9. Improvement of the decision-making process in the field of production and sale of goods.

10. Improvement of the process of making managerial decisions at an enterprise in the production sphere.

11. Improvement of the process of making management decisions regarding product differentiation at an enterprise.

Information and communications in management, information support and management decision-making support

12. Improvement of management information support based on new information technologies at an enterprise.

13. Development of measures for the formation of the company's communication policy.

14. Formation of an effective management information support system.

15. Information support of the enterprise management system.

16. Justification of the choice of an automated management system for an enterprise.

17. Improvement of intra-company communications in the management of business processes of an enterprise.

18. Improvement of the document flow at an enterprise.

Planning at an enterprise, development of a business plan

19. Development of a business plan for the release of new products (services) at an enterprise.

20. Development of a business plan for the development of an enterprise.

21. Development of measures to implement the controlling system at an enterprise.

22. Development of a project to improve the planning system at an enterprise.

23. Justification of the update of the company's product range based on the marketing approach.

24. Planning of production and economic activities of an enterprise.

25. Justification of the strategic plan of an enterprise.

26. Project planning at an enterprise.

27. Organization and planning of construction and assembly works.

Development of enterprise strategy

28. Justification of diversification of production activity at an enterprise.

29. Development of measures to differentiate products produced at an enterprise.

30. Making management decisions regarding the choice of the company's competitive strategy.

31. Development of the production strategy of an enterprise.

32. Making strategic decisions at an enterprise.

33. Justification of the knowledge management strategy at an enterprise.

34. Justification of the business unit development strategy.

Competitiveness of an enterprise and products, product quality

35. Development of the company's competitive policy.

36. Implementation (improvement) of the product (service) quality management system at an enterprise.

37. Improvement of enterprise activity due to quality management.

38. Evaluation and planning of increasing the competitiveness of the company's products.

39. Development of measures to improve the quality of the company's products.

40. Justification of measures to ensure the competitiveness of an enterprise.

41. Justification of measures to increase the competitiveness of an enterprise.

42. Increasing the competitiveness of a trading enterprise.

43. Evaluation of the competitiveness of an enterprise.

44. Improving the competitiveness of a commercial enterprise.

Managing the potential of an enterprise

45. Assessment of the enterprise's potential and development of recommendations for improvement.

46. Evaluation and formation of the production potential of an enterprise.

47. Justification of measures regarding the formation and use of the production potential of an enterprise.

Management of organization, the organizational structure

48. Improvement of the organizational structure of enterprise management.

49. Implementation of new management technologies at an enterprise.

50. Organization and planning of the activity of structural units of an enterprise.

51. Justification of measures to improve the enterprise management system.

Crisis management

52. Organization of crisis management of an enterprise.

53. Improvement of the remuneration system at an enterprise in the conditions of crisis activity.

54. Justification of the crisis program at an enterprise.

55. Justification of the crisis personnel management system at an enterprise.

Managing the innovative activity of an enterprise,
technical development of production, production of new products,
technical preparation of production

56. Formation and implementation of the innovative potential of an enterprise.

57. Organization of innovative activities at an enterprise.

58. Justification of ways to improve the efficiency of an enterprise's innovative activity.

59. Technical and economic justification of the introduction of innovations at an enterprise.

60. Development of measures for the formation of innovative activity of an enterprise.

Managing the investment activity of an enterprise

61. Organization of investment activities of an enterprise.

62. Justification of the economic assessment of an enterprise's investment project.

63. Evaluation of the investment attractiveness of an enterprise.

64. Justification of measures to improve the efficiency of investment activity of an enterprise.

65. Development of a business plan for an investment project.

66. Development of the investment activity plan of an enterprise.

67. Organization of planning of investment activity of an enterprise.

Organization of production

68. Improvement of production organization at an enterprise.

69. Justification of ways of effective use of production funds at an enterprise.

70. Justification of the production program of an enterprise.

71. Development of a project to improve the organization of the production process at an enterprise.

72. Justification of directions for increasing the efficiency of production activity.

73. Organization of the production process at an enterprise.

74. Planning of production activities of an enterprise.

75. Planning the loading of production facilities of an enterprise.

Cost management

76. Development of measures to reduce costs for the production and sale of the company's products.

77. Improvement of the cost management system at an enterprise.

78. Planning production costs at an enterprise.

79. Planning to reduce the cost of production as one of the factors of increasing its competitiveness.

Managing the marketing, sales and logistics activities of an enterprise

80. Organization of marketing activities at an enterprise.

81. Organizational design of the marketing service and its activities at an enterprise.

82. Justification of the product strategy at an enterprise.

83. Planning of marketing activities at an enterprise.

84. Organization of sales activities of an enterprise.

85. Organization of sales activities of an enterprise using information technologies.

86. Justification of the implementation of the marketing information system at an enterprise.

87. Implementation of brand management in the management activities of an enterprise.

88. Marketing support and management decision-making.

89. Organization of marketing activities using Internet technologies.

90. Justification of measures regarding the introduction of branding at an enterprise.

91. Justification of the marketing policy improvement project based on the use of the brand.

92. Organization of logistics activities of an enterprise.

93. Justification of the project of implementation of electronic marketing at an enterprise.

94. Organization of sales of advertising products at an enterprise.

Personnel management (work organization, motivation, assessment, training)

95. Justification of directions for ensuring the efficiency of management of the working time of the company's employees.

96. Development of measures to increase the labor productivity of an enterprise's management personnel.

97. Evaluation of personnel activity at an enterprise in modern conditions.

98. Formation of a favorable social and psychological climate in the collective organization.

99. Development of measures for the development of the company's personnel.

100. Justification of measures to increase labor productivity at an enterprise.

101. Justification of measures to reduce the level of conflict at an enterprise.

102. Evaluation and development of the company's personnel.

103. Organization of remuneration at an enterprise.

104. Improvement of the labor incentive system taking into account the qualifications of personnel.

105. Justification of the labor incentive system of the company's personnel.

106. Technical and economic justification of measures to increase labor productivity at an enterprise.

107. Justification of the staff development project based on coaching.

108. Optimization of personnel planning as an improvement of business planning systems.

109. Evaluation of the work of the company's personnel.

110. Development of measures to motivate personnel at an enterprise.

111. Justification of the labor organization system of the company's personnel.

112. Justification of measures to motivate the company's personnel.

Leadership, organizational culture

113. Formation of the organizational culture of an enterprise.

114. Improvement of the corporate management system at an enterprise.

115. Formation of organizational culture and image of an enterprise.

116. Formation and development of organizational culture at an enterprise.

Corporate social responsibility, social aspects of management.

117. Development of social responsibility measures at an enterprise.

118. Justification of the introduction of corporate social responsibility at an enterprise.

119. Development of measures to support corporate social responsibility at an enterprise.

Other

120. Organization of foreign economic activity of an enterprise.

Sample of the application form for choosing the topic of the thesis

Зав. кафедрою менеджменту та бізнесу

д.е.н., проф. Лепейко Т. І.

студентки 4 курсу

групи 6.03.073.040.17.3

спеціальності 073 "Менеджмент"

освітньої програми "Бізнес-адміністрування"

Шевченко Тетяни Олександрівни

ЗАЯВА

Прошу затвердити мені тему дипломної роботи: "Розробка бізнес-плану інвестиційного проекту".

База практики: ТОВ "Омега".

Керівник: канд. екон. наук, доц. Котлик А. В.   (підпис)

Дата   Підпис здобувача вищої освіти

Formatting of references by their types

Keep in mind that the list of references used in the thesis is not a table, as given below, but a numbered list!

Table C.1

Examples of design of sources in the list of references

Type of source	Examples of formatting
1	2
Laws, bylaws	1. Господарський Кодекс України від 16.01.2003 р. № 436-IV. *Відомості Верховної Ради України*. 2003. № 18, № 19–20, № 21–22. Ст. 144. 2. Про Державну програму економічного і соціального розвитку України на 2010 рік : Закон України від 20.05.2010 р. № 2278-17. *Відомості Верховної Ради України*. 2010. № 33. Ст. 470. 3. Про схвалення Державної програми розвитку промисловості на 2003 – 2011 роки : Постанова Кабінету Міністрів України від 28.06.2003 р. № 1174. *Офіційний вісник України*. 2003. № 31. Ст. 1628.
State standards	4. ДСТУ ISO 9001: 2001. Системи управління якістю. [Чинний від 2001-06-27]. Київ, 2001. 24 с. (Інформація та документація).
Laws, bylaws, standards posted on the Internet	5. Про Державну програму економічного і соціального розвитку України на 2010 рік : Закон України від 20.05.2010 р. № 2278-17. URL: http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi?nreg=2278-17 (дата звернення: 12.10.2023 р.).
Books: monographs, textbooks, manuals, dictionaries (one author)	6. Близнюк Т. П. Вплив циклічності розвитку економіки на іннова-ційну діяльність підприємства : монографія. Харків : ФОП Александ-рова К. М., 2008. 352 с. 7. Parker J. Principles of scientific research. 7th ed. London : Editorial, 2017. 301 p.
Books: monographs, textbooks, manuals, dictionaries (2–3 authors)	8. Лепейко Т. І., Котлик А. В. Процесний підхід до управління конку-рентоспроможністю підприємства : монографія. Харків : Вид. ХНЕУ, 2012. 316 с. 9. Wilson D., Lister P., Andrews A. Modern surgery. Manchester : MAN, 2011. 240 p. 10. Білоус С. І., Корнійчук В. П. Філософія освіти. Переяслав-Хмель-ницький, 2016. 176 с.

1	2
Books: monographs, textbooks, manuals, dictionaries (4 authors)	11. Організація маркетингового управління діяльністю підприємств машинобудівного кластера в умовах глобалізації : монографія / Лепейко Т. І., Пилипенко А. А., Пушкар О. І., Березовський К. М. Харків : ТОВ "Золоті сторінки", 2015. 664 с. 12. Referencing styles / G. R. Edwards et al. Los Angeles : International Publishing, 2010. 280 p.
Books: monographs, textbooks, manuals, dictionaries (over 4 authors)	13. Концептуальні засади менеджменту в інформаційній економіці : монографія / Лепейко Т. І. та ін.; під заг. ред. Т. І. Лепейко. Харків : Вид. ХНЕУ, 2010. 252 с. 14. Referencing styles / G. R. Edwards et al. Los Angeles : International Publishing, 2010. 280 p. 15. Менеджмент у структурах видавничо-поліграфічного комплексу : навчальний посібник / Лепейко Т. І. та ін. Харків : Вид. ХНЕУ, 2011. 352 с.
Without author	16. Міжнародні відносини : монографія / за ред. М. А. Березовського. Київ : ЦУЛ, 2016. 162 с. 17. Routledge handbook of international statebuilding / ed. by D. Chandler, T. D. Sisk. London : Routledge, 2013. 448 p.
Part of a publication (monograph)	18. Лепейко Т. І., Котлик А. В. Сучасні підходи до виділення підсистем підприємства. *Концептуальні засади управління підприємством як економічною системою* : Монографія / за ред. В. О. Коюда. Харків : Вид. ХНЕУ, 2007. С. 26–47. 19. Goehr L. The concept of opera. *The Oxford handbook of opera* / ed. by H. M. Greenwald. Oxford, 2014. P. 92–136.
Multi-volume editions	20. Бондаренко В. Г., Канівська І. Ю., Парамонова С. М. Теорія ймовірностей і математична статистика. У 2 ч. Київ : НТУУ "КПІ", 2006. Ч. 1. 125 с. 21. Енциклопедія рослин / редкол.: І. М. Деркач та ін. Київ : ЦУЛ, 2016. Т. 8. 812 с. 22. Котлик А. В. Критика застосування методу радару для оцінки конкурентоспроможності підприємства. *Актуальні проблеми економічного та соціального розвитку виробничої сфери :* матеріали VI Міжнародної науково-теоретичної конференції молодих вчених і студентів, м. Донецьк, 21–22 травня 2009 р. Донецьк : ДВНЗ ДонНТУ, 2009. Т. 1. С. 291–294. 23. Бюджетна система України: історія, стан та перспективи : у 3 т. Т. 2 : Бюджетний менеджмент / заг. ред. Ю. П. Бубряка / Акад. прав. наук України. Львів : Право, 2012. 476 с.

1	2
Theses of reports at conferences	24. Грузіна І. А. Інформатизація як передумова соціально-економічного розвитку регіону. *Актуальні проблеми розвитку галузевої економіки та логістики* : матеріали II наук.-практ. конф. Харків : Вид-во НФаУ, 2013. С. 108–110. 25. Котлик А. В. Критика застосування методу радару для оцінки конкурентоспроможності підприємства. *Актуальні проблеми економічного та соціального розвитку виробничої сфери :* матеріали VI Міжнародної науково-теоретичної конференції молодих вчених і студентів, м. Донецьк, 21–22 травня 2009 р. Донецьк : ДВНЗ ДонНТУ, 2009. Т. 1. С. 291–294. 26. Скидан О. В., Судак Г. В. Розвиток сільськогосподарського підприємництва на кооперативних засадах. *Кооперативні читання* : матеріали Всеукр. наук.-практ. конф., 4–6 квіт. 2013 р. Житомир : ЖНАЕУ, 2013. С. 87–91.
Abstracts of dissertations	27. Барабась Д. О. Управління конкурентними перевагами підприємства (на прикладі підприємств швейної галузі) : автореф. дис… канд. еконoм. наук : 08.06.01. К., 2003. 18 с.
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Collections of scientific works	29. Наумов О. Б., Мартинова О. В. Концептуальні підходи до формування механізму адаптаційних систем управління якістю текстильної продукції. *Економіка: проблеми теорії та практики* : зб. наук. праць. Дніпропетровськ, 2008. Вип. 238. Т. 4. С. 968–977.
Dissertations	30. Беседовський О. М. Прийняття управлінських рішень: процесний підхід : дис... канд. еконoм. наук : 08.06.01. Харків, 2004. 241 с.
Articles in periodicals (magazines, newspapers	31. Котлик А. В. Побудова системи показників для оцінки конкурентоспроможності бізнес-процесів підприємства. *Управління розвитком.* 2011. № 21 (118). С. 30–32. 32. Котлик А. В. Цілеорієнтований підхід до ідентифікації бізнес-процесів підприємства. *Бізнес Інформ.* 2013. № 2. С. 193–196. 33. Масловська Л. Ц., Савчук В. А. Оцінка результативності і ефективності виробництва органічної агропродовольчої продукції. *Агросвіт.* 2016. № 6. С. 23–28. 34. Якобчук В. П. Стратегічні пріоритети інноваційного розвитку підприємництва в аграрній сфері. *Вісник Київського національного університету ім. Т. Шевченка. Сер. Економіка.* 2013. Вип. 148. С. 31–34. 35. Dankevych Ye. M., Dankevych V. Ye., Chaikin O. V. Ukraine agricultural land market formation preconditions. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis.* 2017. Vol. 65, №. 1. P. 259–271. 36. Монаєнко А. Поза чергою не рахується? Особливості звільнення суддів за порушення присяги. *Юридична газета.* 2017. 17 січ. С. 28–29.

1	2
Internet resources: books, articles, including those without an author, company websites	37.Ілляшенко С. М., Шипуліна Ю. С. Товарна інноваційна політика : підручник. Суми : Університетська книга, 2007. 281 с. URL: ftp://lib.sumdu.edu.ua/Books/1539.pdf (дата звернення: 10.11. 2023 р.).
	38. Chua N. Y., Lundbye J. Endovascular catheter as a rewarming method for accidental hypothermia. Therapeutic hypothermia and temperature management. 2012. Vol. 2, no. 2. P. 89–91. URL: https://doi.org/10.1089/ther.2012.0001 (date of access: 06.05.2020 р.).
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	40. Що таке органічні продукти і чим вони кращі за звичайні? *Екологія життя* : веб-сайт. URL: http://www.eco-live.com.ua (дата звернення: 12.07.2023 р.).
	41. Капітальні інвестиції за січень–вересень 2010 року : Експрес-випуск № 263 від 15.11.2010 р. *Державний комітет статистики України* : веб-сайт. URL: https://ukrstat.gov.ua/operativ/operativ2010/ibd/kindj/infin_u/infin03_ 10u.htm (дата звернення: 05.03. 2023 р.).
	42. Проект "Рейтинг". URL: http://alt.com.ua/ukr (дата звернення: 05.03. 2023 р.).
	43. Toyota. URL: https://www.toyota.com/ (date of access: 05.03. 2023 р.).

Example of the design of the title page and the first broadsheet of illustrative material

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

Кафедра менеджменту та бізнесу

ІЛЮСТРАТИВНИЙ МАТЕРІАЛ
ДО ДИПЛОМНОЇ РОБОТИ БАКАЛАВРА

на тему: **Удосконалення процесів управління проектами ІТ-компанії**

Керівник дипломної роботи   Андрій КОТЛИК
<div align="center">(Ім'я, прізвище)</div>

Студентка 4 року навчання, групи 6.03.073.040.19.1   Тетяна ШЕВЧЕНКО
факультету менеджменту і маркетингу   <div align="center">(Ім'я, прізвище)</div>

Харків, 20__

49

Topic	Planning the marketing activity at the enterprise

Actuality	The most important function of marketing management is marketing planning, which, basing on the analysis of the company's capabilities, reliable information on the state of assets and liabilities of production, and on the analysis of the external marketing environment, allows to develop the marketing goals and the ways of their achievement. A systematic approach to the organization of management and development of marketing strategy and tactics is a scientifically sound way to increase profitability, save costs and improve the company's position in the market.

Goal	summarizing theoretical aspects of planning marketing activity at the enterprise and developing the practical recommendations on the development of marketing plans for the trading enterprise

Object of the thesis	the process of planning the marketing activities of the enterprise

Subject of the thesis	the algorithm, tools and methods of planning the marketing activities of the enterprise

Thesis structure	1. THEORETICAL ASPECTS OF PLANNING MARKETING ACTIVITIES 1.1. The essence of marketing planning 1.2. The algorithm of marketing planning 2. COMPREHENSIVE ANALYSIS OF LLC "SYRNYI DIM" ACTIVITIES 2.1. General characteristics of the enterprise and technical and economic analysis of its activities 2.2. Analysis of planning the marketing activities in LLC "Syrnyi Dim" 3. WAYS TO IMPROVE THE MARKETING PLANNING AT LLC "SYRNYI DIM"

Tasks	to theoretically substantiate the essence of planning the marketing activities of the enterprise; to review the algorithm of planning the marketing activities of the enterprise; to provide the general characteristics of LLC "Syrnyi Dim"; to conduct technical, economic and financial analysis of LLC "Syrnyi Dim"; to analyze marketing activities of LLC "Syrnyi Dim" and current practices of its planning; to develop recommendations for improving the planning of marketing activities of the LLC "Syrnyi Dim"

Research methods	morphological analysis, graphical method, logical generalization, vertical and horizontal analysis, Fishbone diagram, Internal Factor Evaluation Matrix, portfolio analysis, project evaluation and review technique

Information base	laws and regulations of Ukraine, materials and data of periodicals, monographs and other scientific literature on the topic of marketing management and marketing planning, financial, statistical and managerial reports of the base of research

Results	recommendations developed in the thesis will help LLC "Syrnyi Dim" to improve the procedure of marketing planning and to develop sound marketing plan to achieve its strategic goals

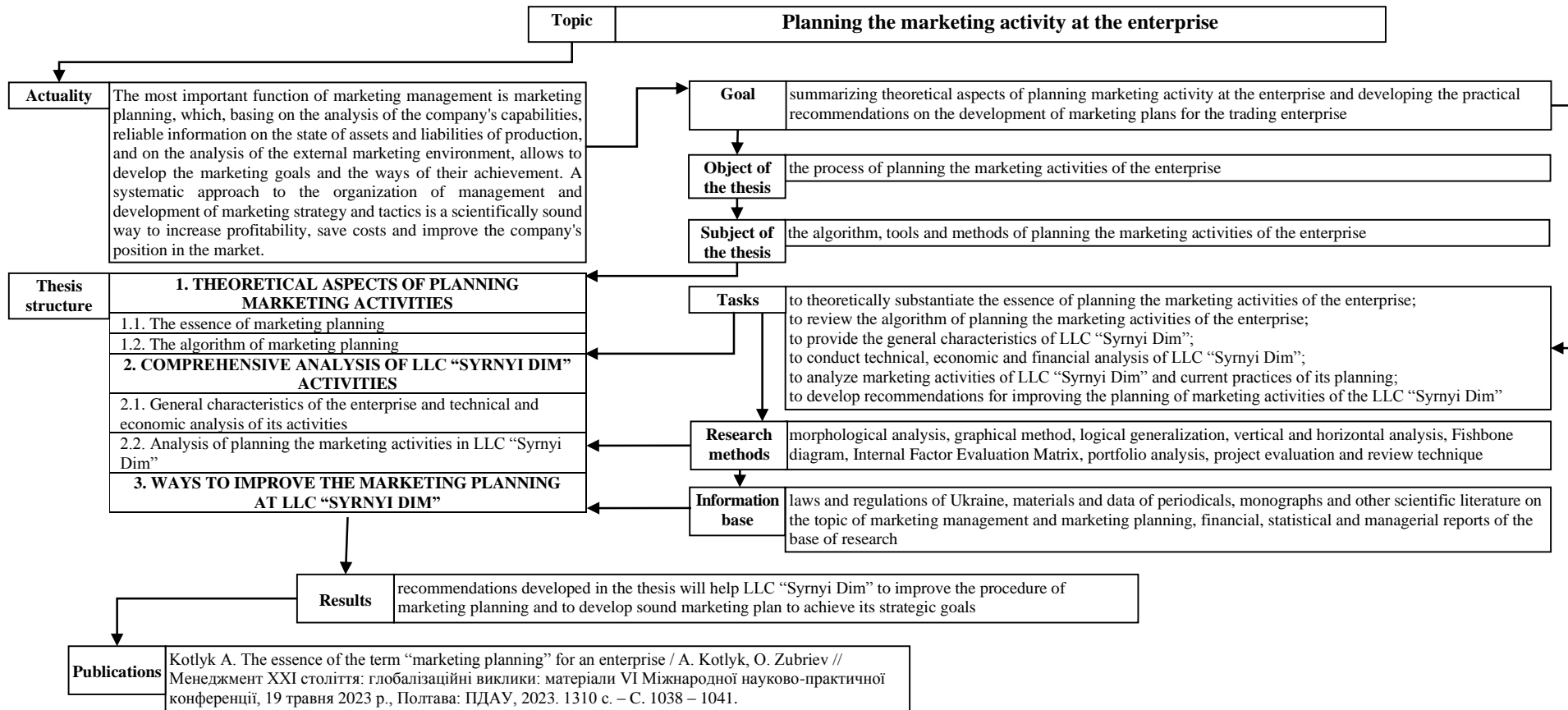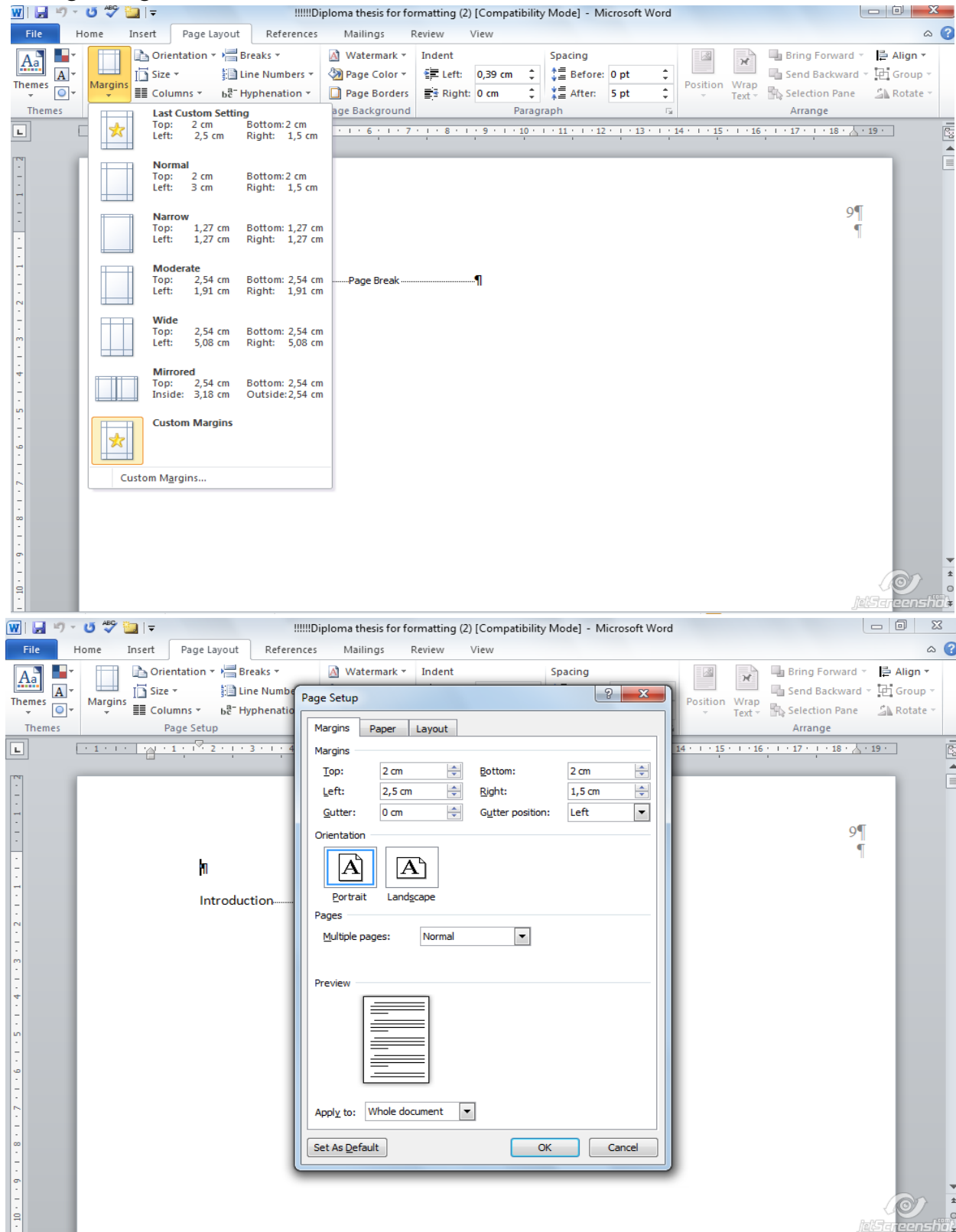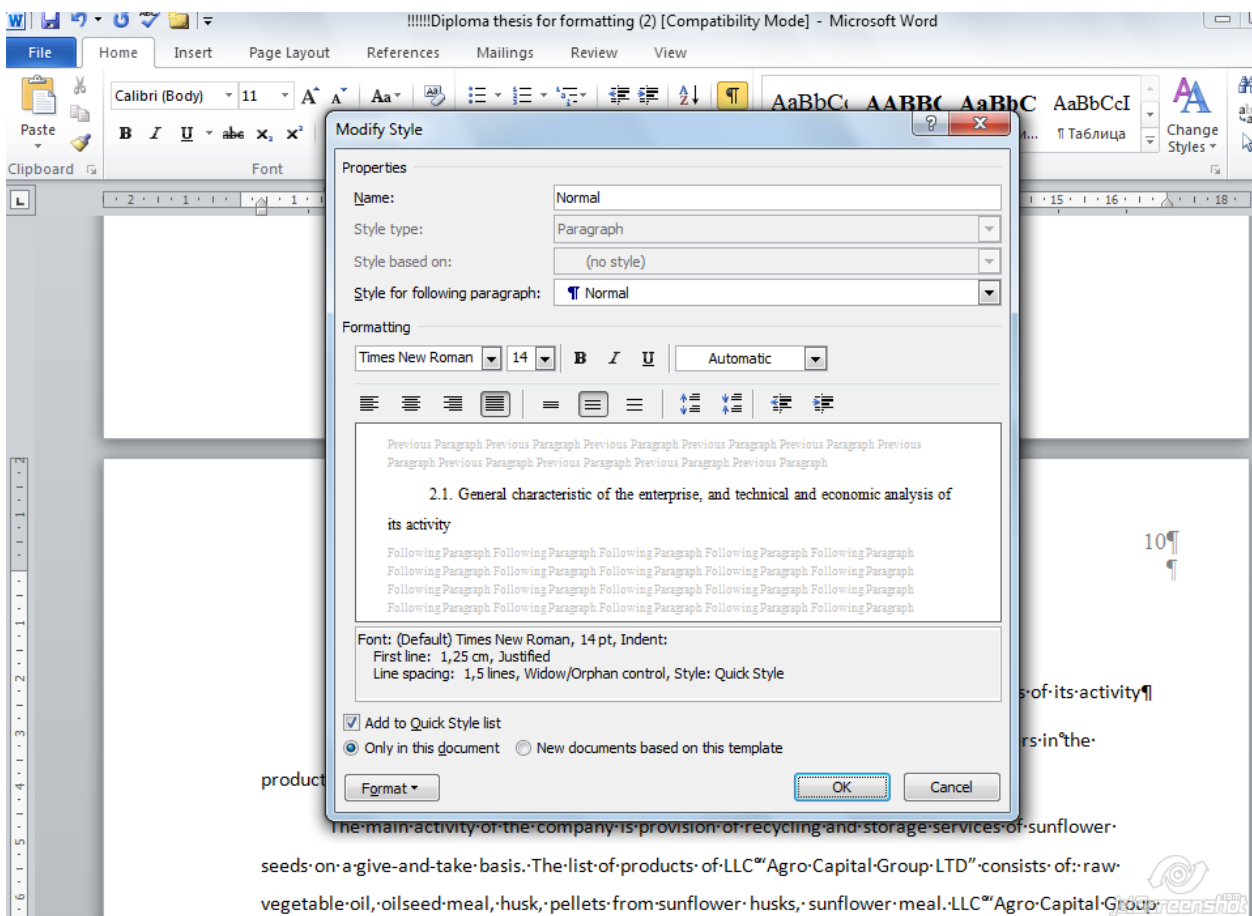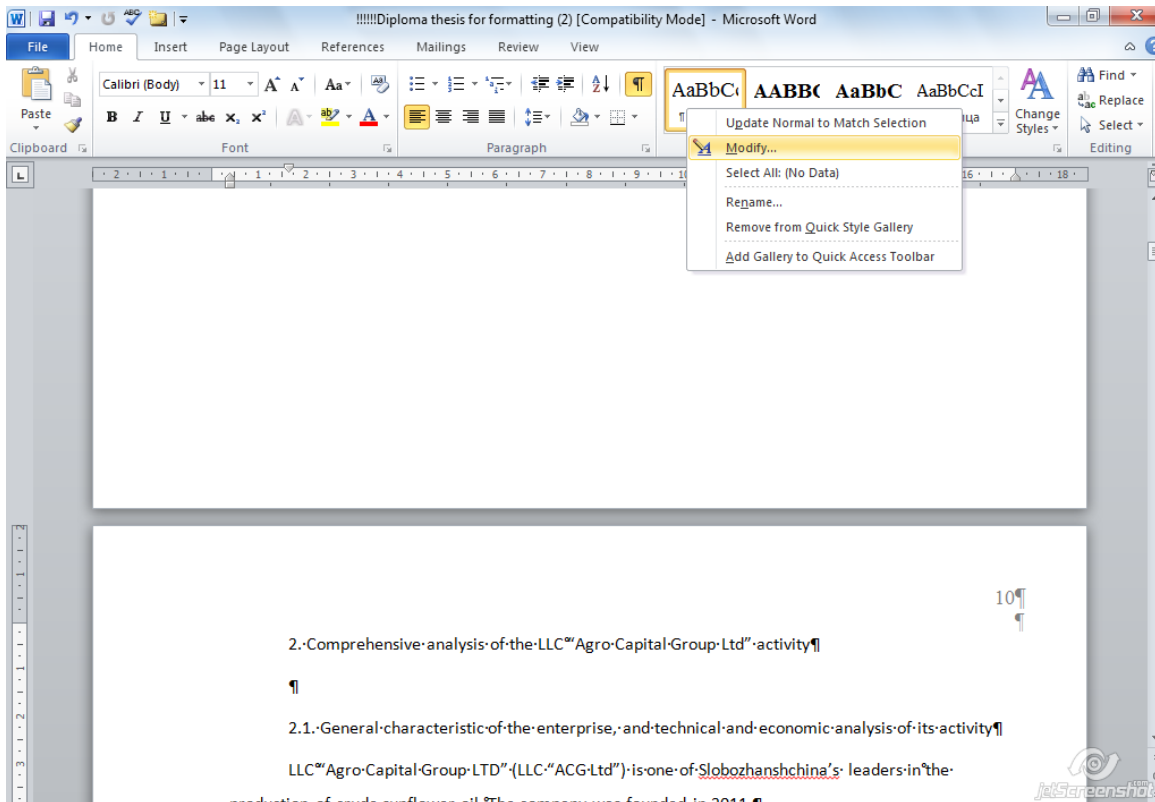| Publications	Kotlyk A. The essence of the term "marketing planning" for an enterprise / A. Kotlyk, O. Zubriev // Менеджмент XXI століття: глобалізаційні виклики: матеріали VI Міжнародної науково-практичної конференції, 19 травня 2023 р., Полтава: ПДАУ, 2023. 1310 с. – С. 1038 – 1041.

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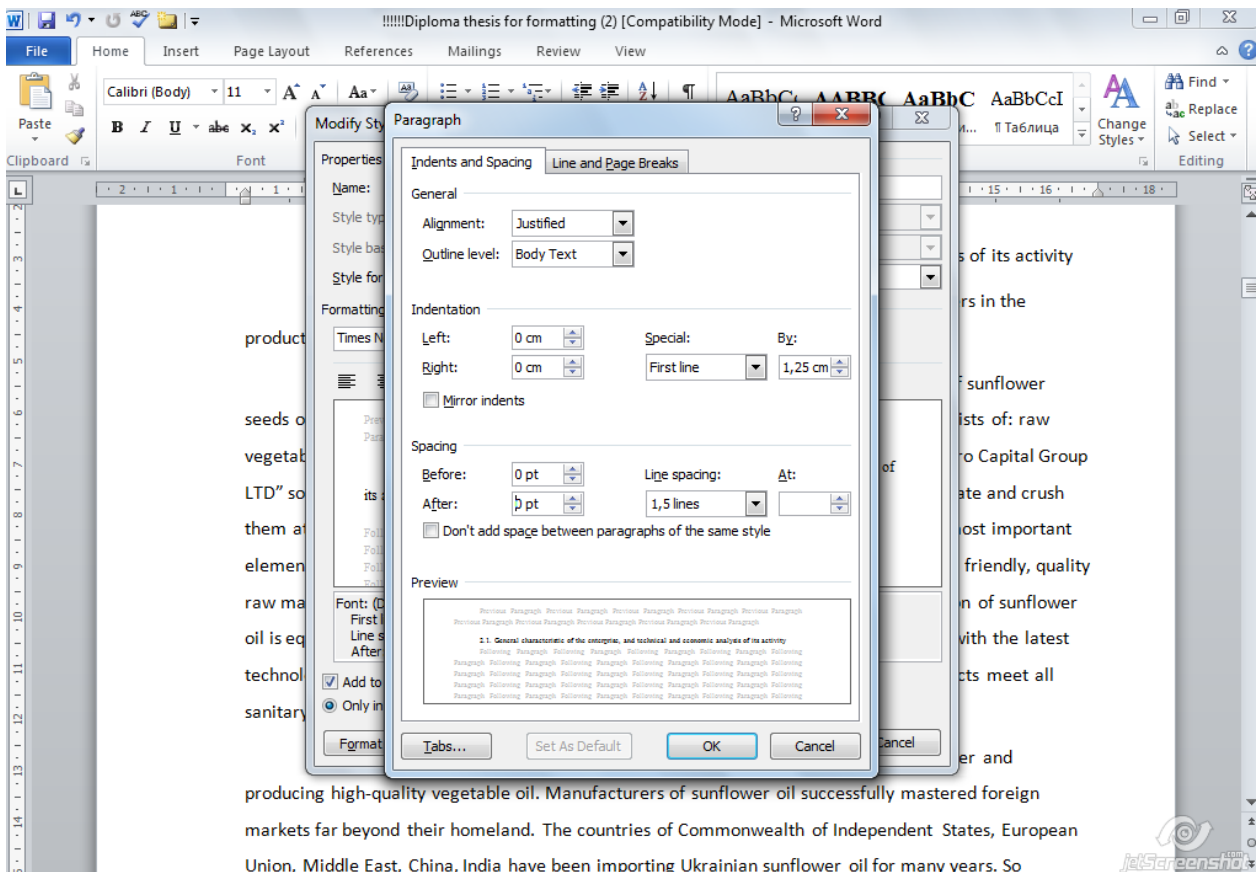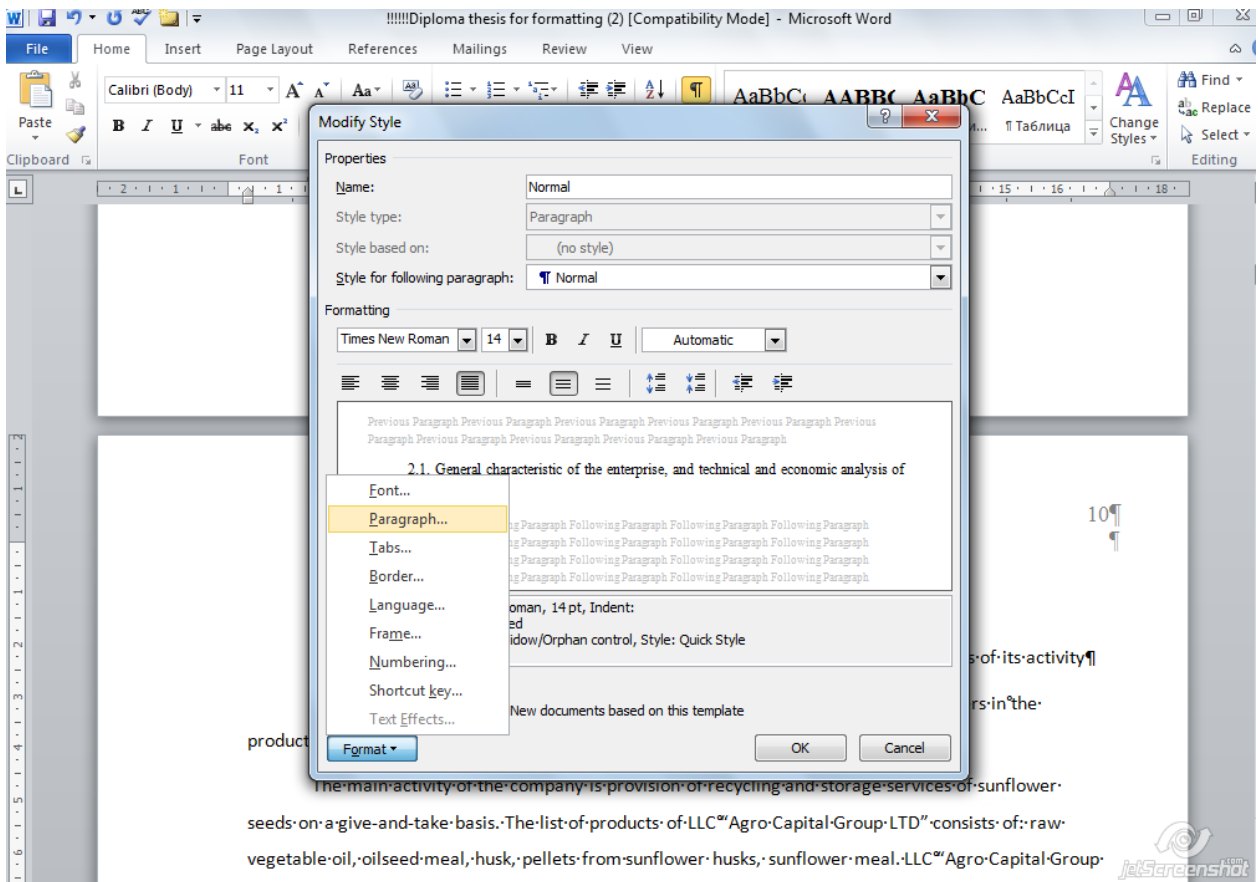Fig. D.1. **Scheme of a logical structure of the thesis**

The formatting procedure

Setting margins:

Setting up the Normal style:

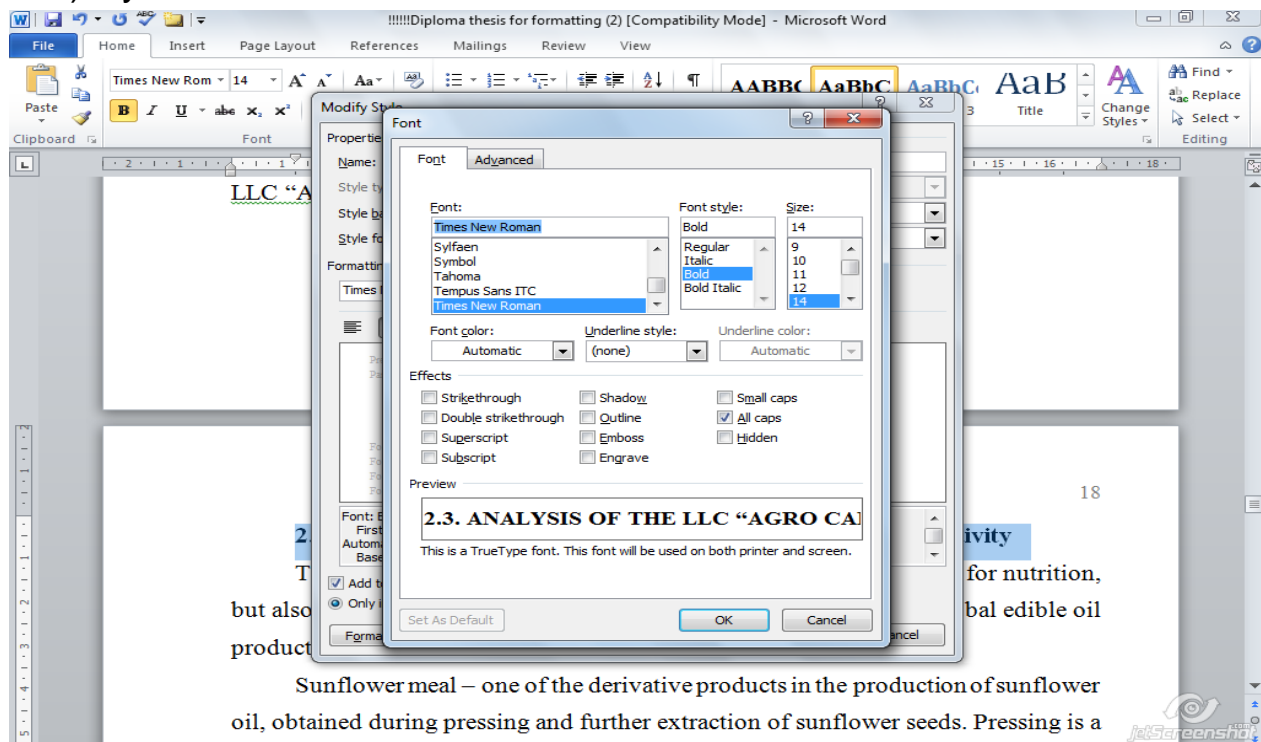!!!!!Diploma thesis for formatting (2) [Compatibility Mode] - Microsoft Word

File   Home   Insert   Page Layout   References   Mailings   Review   View

Modify Style

Properties

Name: Normal

Style type: Paragraph

Style based on: (no style)

Style for following paragraph: ¶ Normal

Formatting

Times New Roman   14   B   I   U   Automatic

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2.1. General characteristic of the enterprise, and technical and economic analysis of

Font...
Paragraph...
Tabs...
Border...
Language...
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Numbering...
Shortcut key...
Text Effects...

...oman, 14 pt, Indent:
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...idow/Orphan control, Style: Quick Style

...s of its activity¶

New documents based on this template

OK   Cancel

Format ▾

The main activity of the company is provision of recycling and storage services of sunflower seeds on a give-and-take basis. The list of products of LLC "Agro Capital Group LTD" consists of: raw vegetable oil, oilseed meal, husk, pellets from sunflower husks, sunflower meal. LLC "Agro Capital Group

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!!!!!Diploma thesis for formatting (2) [Compatibility Mode] - Microsoft Word

File   Home   Insert   Page Layout   References   Mailings   Review   View

Paragraph

Indents and Spacing   Line and Page Breaks

General

Alignment: Justified

Outline level: Body Text

Indentation

Left: 0 cm   Special: First line   By: 1,25 cm

Right: 0 cm

Mirror indents

Spacing

Before: 0 pt   Line spacing: 1,5 lines   At:

After: 0 pt

Don't add space between paragraphs of the same style

Preview

Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph

2.1. General characteristic of the enterprise, and technical and economic analysis of its activity

Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph

Tabs...   Set As Default   OK   Cancel

producing high-quality vegetable oil. Manufacturers of sunflower oil successfully mastered foreign markets far beyond their homeland. The countries of Commonwealth of Independent States, European Union, Middle East, China, India have been importing Ukrainian sunflower oil for many years. So

Applying the Normal style to the text:

Setting up the Heading 1 (for chapter titles) and Heading 2 (for subchapter titles) styles:
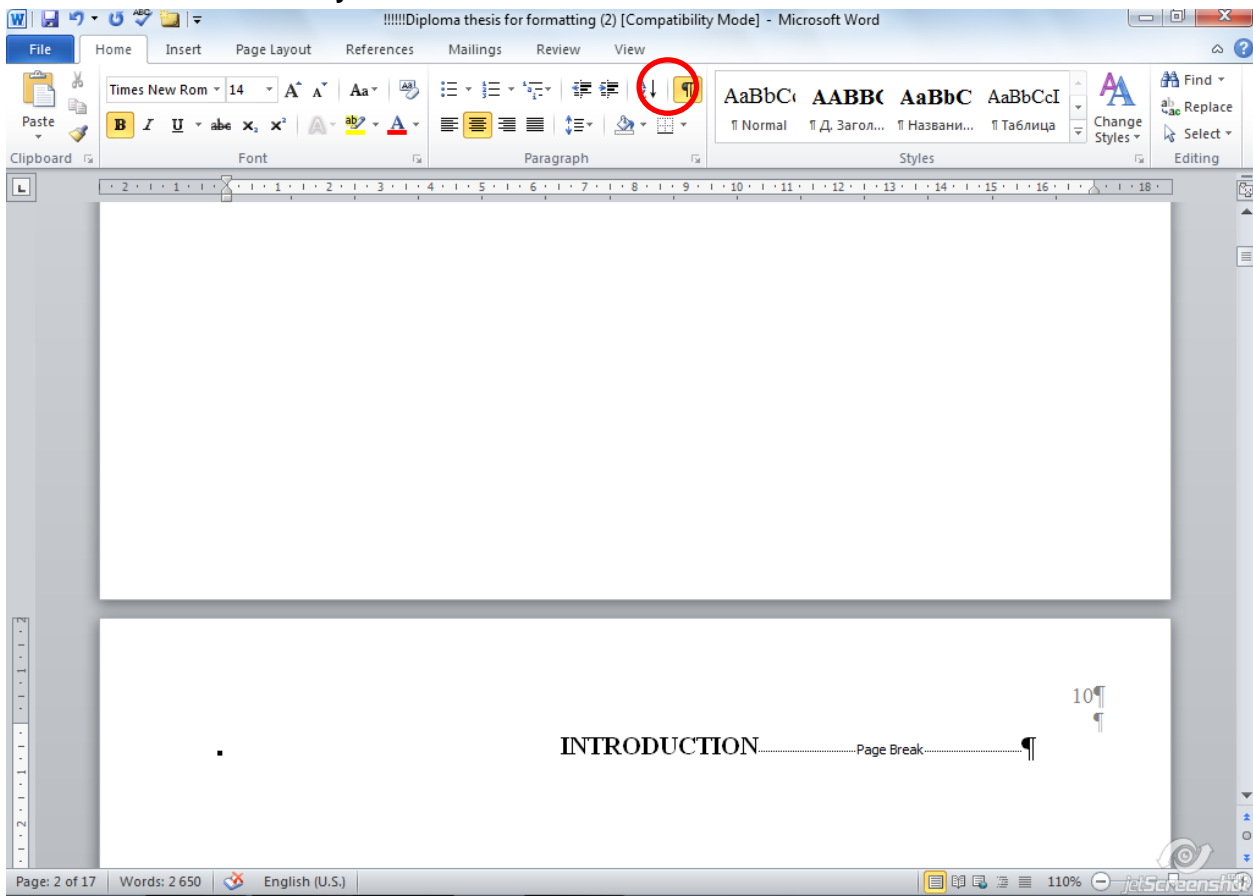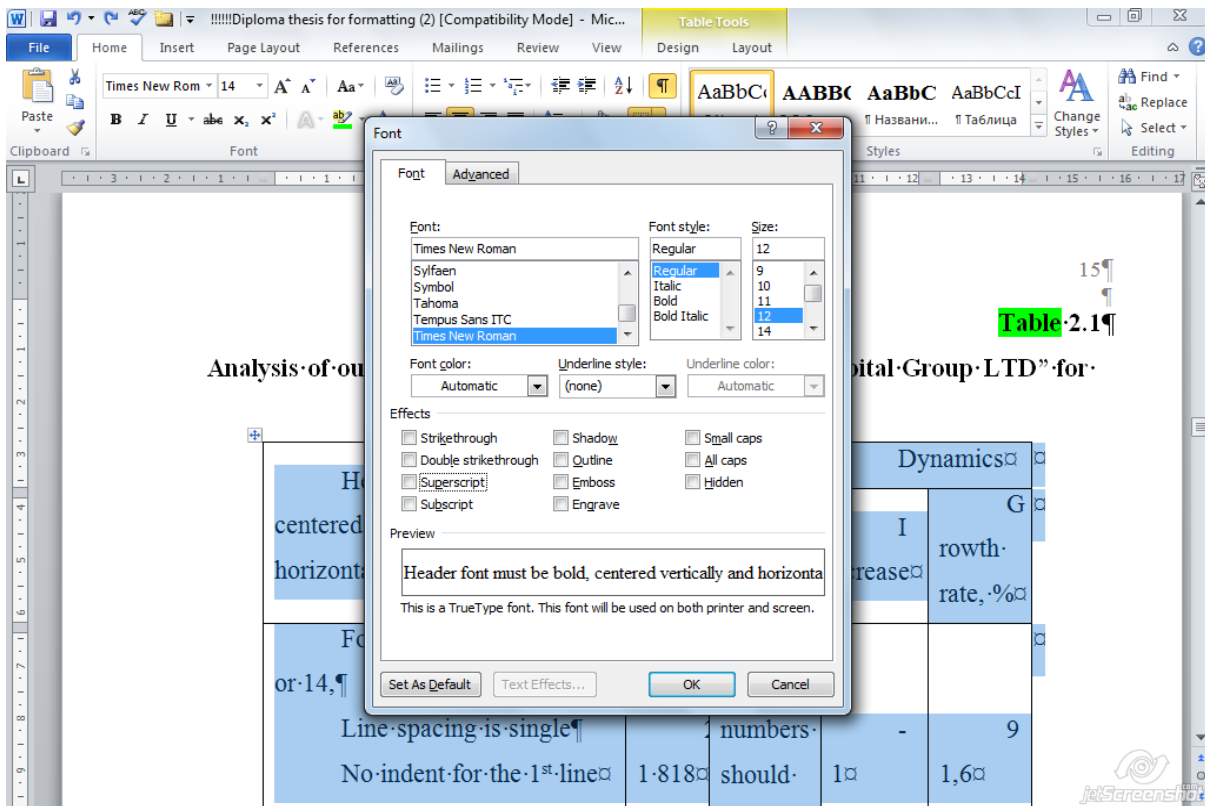
Making a table of contents:

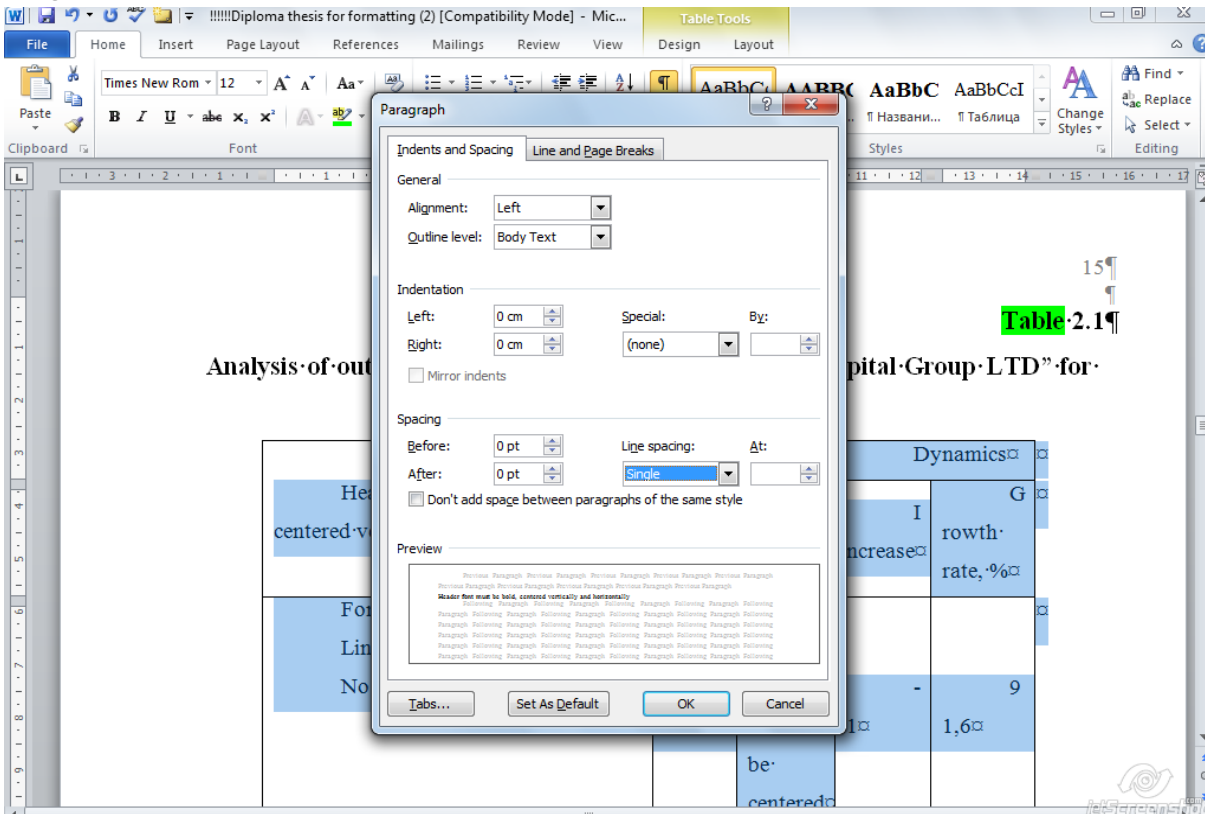Table of contents can be updated any time:
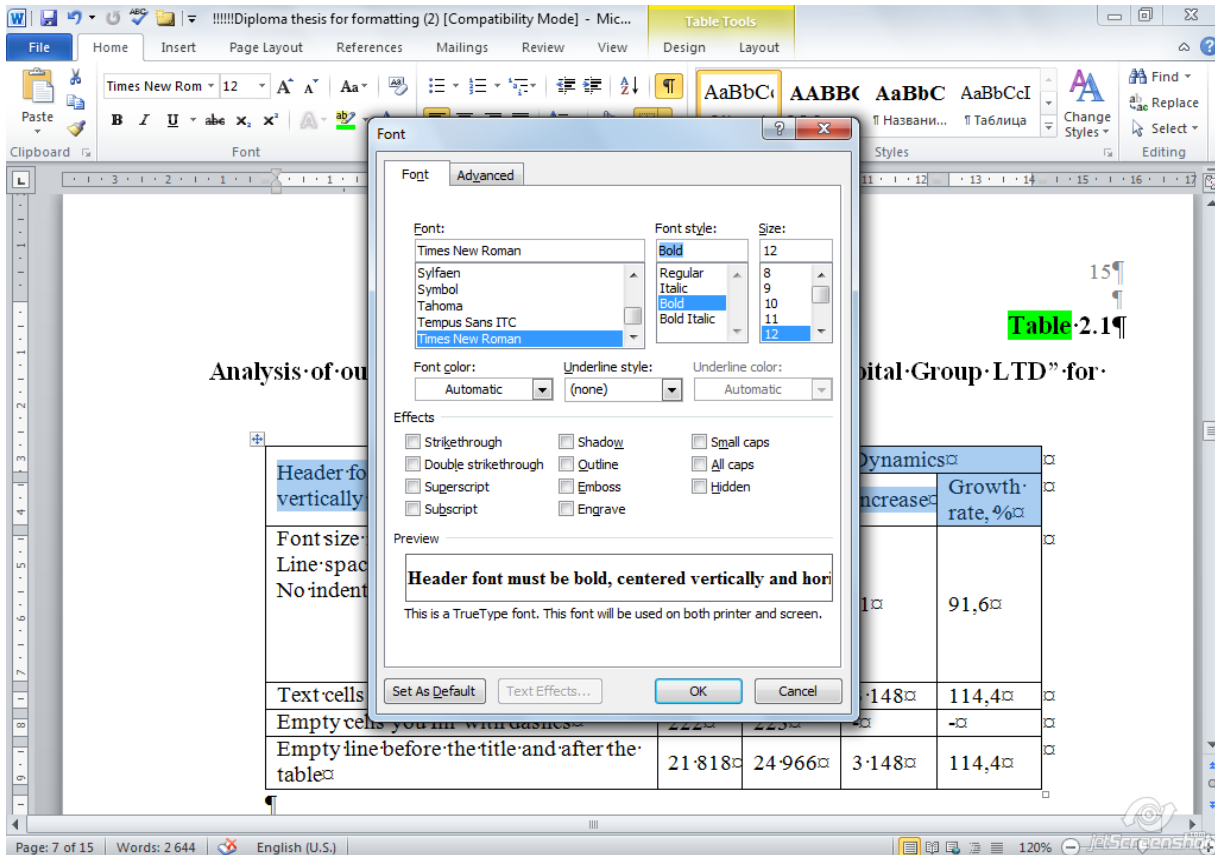

Activate the hidden symbols mode:
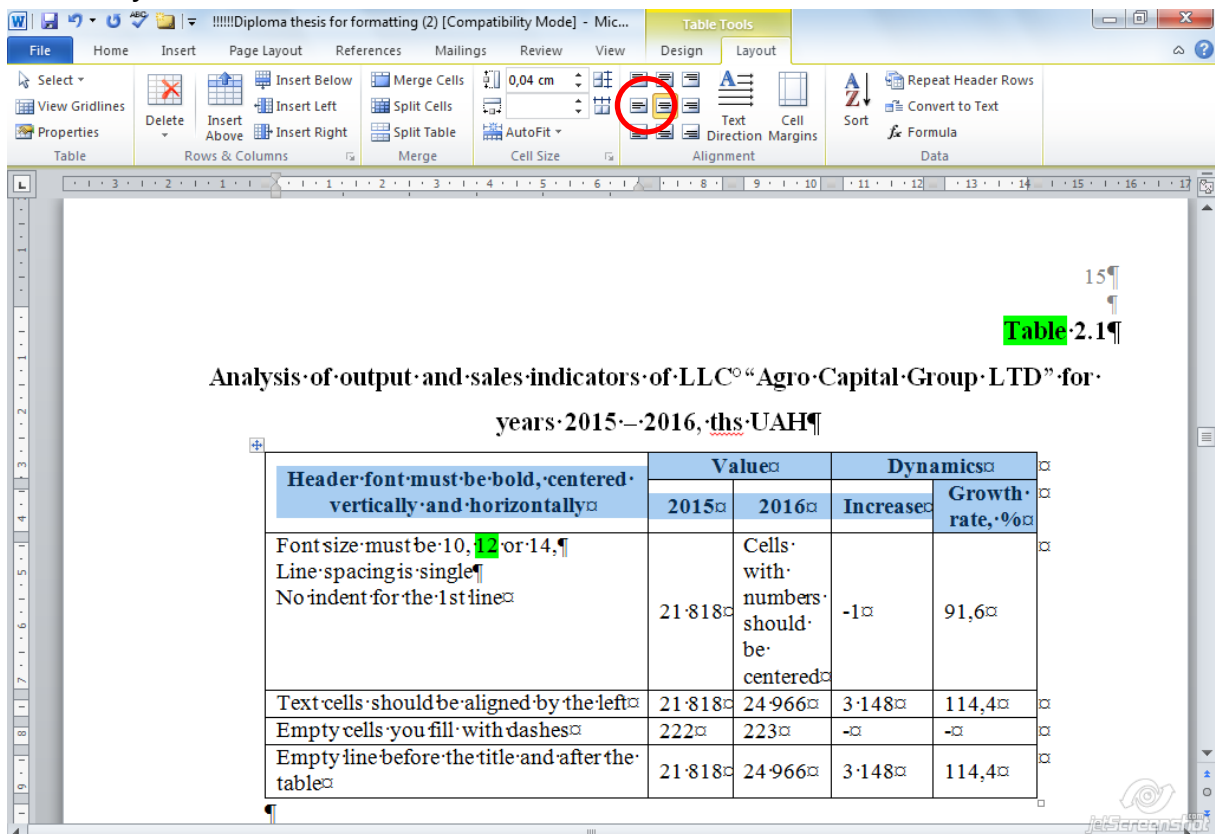
Tables formatting:
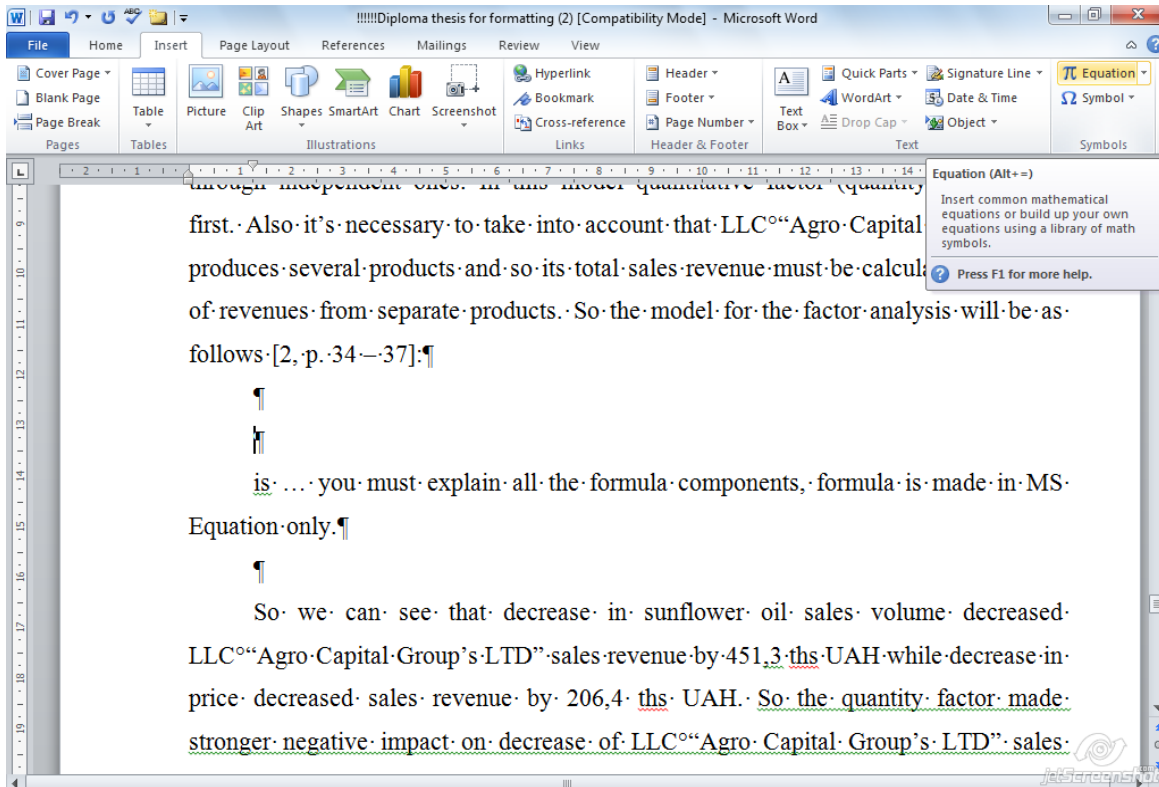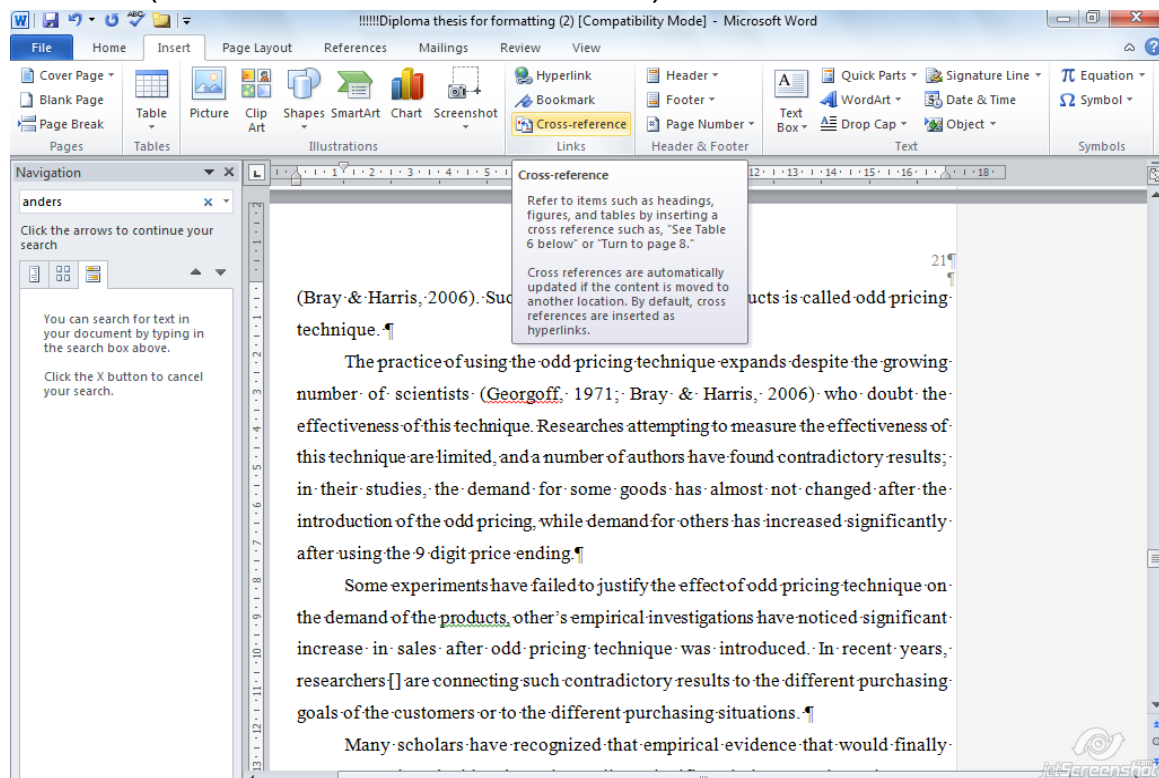
Font:

Paragraph for a table body:

Header font:

Header layout:

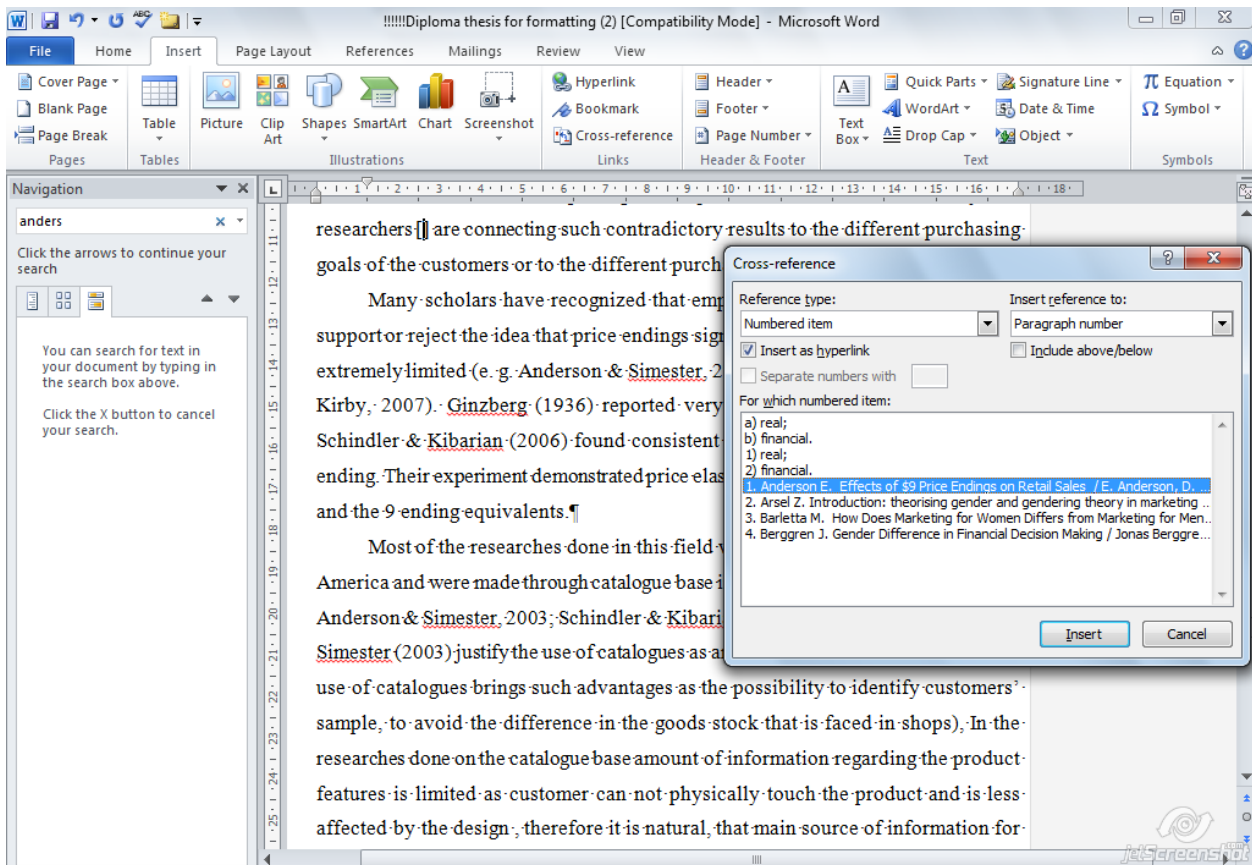Figures is better to make in drawing canvas:
Insert – Shapes – New Drawing Canvas

Formulas:

References (make reference list numbered):

Contents

Розглянуто порядок написання, оформлення, оцінювання та захисту дипломної роботи, наведено перелік тем, запропонованих для дослідження. Подано окремі приклади узагальнення, аналізу й оцінювання конкретних економічних питань, а також вимоги до оформлення роботи.

Рекомендовано для здобувачів вищої освіти спеціальності 073 "Менеджмент" освітньої програми "Бізнес-адміністрування" першого (бакалаврського) рівня.