



STRUCTURE OF THE BUSINESS CHALLENGE BACHELOR'S THESIS

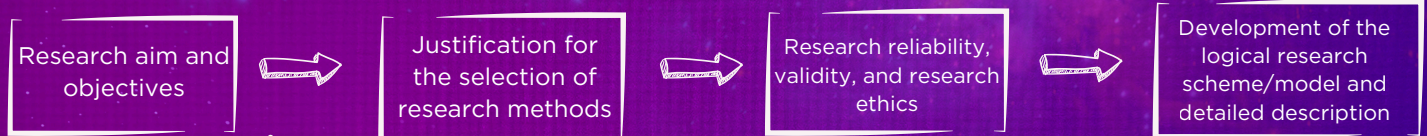
INTRODUCTION



1. THEORETICAL CHAPTER. ANALYSIS OF THE BUSINESS CHALLENGE FROM A THEORETICAL PERSPECTIVE



2. METHODOLOGICAL CHAPTER. RESEARCH METHODOLOGY



3. ANALYTICAL (RESEARCH) CHAPTER. RESEARCH RESULTS



4. CHAPTER ON THE PREPARATION OF SOLUTIONS AND ACTION IMPLEMENTATION PLAN. SOLUTIONS TO THE BUSINESS CHALLENGE



CONCLUSIONS

Answers to the objectives raised in the introduction



LIST OF REFERENCES AND SOURCES

No fewer than 20 sources



APPENDICES

