

## MASTER 2 INGÉNIEUR D’AFFAIRES

### Bloc de compétences 5 :

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« PILOTAGE DU PROJET ET DES RESSOURCES INTERNES ET EXTERNES ».

This bloc encompasses the following four skills:

- Identify and define internal and external skill requirements to meet business needs.
- Define the steps to manage and coordinate work in project mode.
- Manage project teams to achieve operational objectives.
- Conduct a project review to identify areas for improvement.

### Instructions

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Based on the real context of the organization in which you operate, you will attempt to demonstrate the interaction that can exist between employee motivation and company performance. In the form of a business engineering project, you will start by conducting an operational diagnosis before formulating improvement recommendations.

To assist you in your mission, here are some resources you can refer to :

<https://www.contrepoints.org/2022/05/23/427947-la-motivation-et-la-performance-commerciale>

<https://entreprises.nexity.fr/veille-et-tendances/magazine/impact-du-bien-etre-au-travail-sur-la-productivite-et-la-performance-des-salaries>

# Recommendations

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- You must write a mini-thesis of 30/40 pages excluding annexes (to be sent by email to: [tutrice@escc-bs.fr](mailto:tutrice@escc-bs.fr) ).
- Make sure to meet this deadline for a serene evaluation. The deadline for submitting your thesis is **March 30, 2024, at 23:59**. If the deadline is not met, please note that your work will neither be corrected nor considered in the evaluation process. Make sure to submit your thesis on time.
- Before starting the drafting of your thesis, take the time to outline a clear plan. A well-structured plan will facilitate your work and make the reading more enjoyable for your reader. Here are some tips for establishing a plan (**this is just an example; you should define your plan based on the given instructions**):

## Introduction:

- Clearly set the context, arousing the reader's interest.
- Define the problem and formulate your research objectives.
- Justify the relevance of your topic and briefly present your methodology.

## Analysis Section:

- Rigorously describe your data collection methodology.
- Choose the most appropriate statistical tools or analysis methods.
- Organize your results logically, with graphs and tables if necessary.
- Interpret your results by linking them clearly to your initial problem.



#### Referencing:

- Ensure that all your sources are correctly referenced according to academic standards.
- Ensure the consistency of the citation format throughout your thesis.
- Use quality references to support your arguments and enhance the credibility of your work.

#### Conclusion:

- Briefly summarize the key points of your thesis.
- Answer the research questions formulated in the introduction.
- Highlight the main findings and conclusions of your study.
- Discuss the implications of your results and propose avenues for future research.

*Good luck* ❤️