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## **MASTER THESIS**

**Management by Objectives:  
Application, procedures and results  
within a university and a SME-Company**

Management by Objectives (MBO), a method developed in the early 1960s by John Humble addresses the formal setting of clear goals for every manager, allied with methods of measuring how well he or she has achieved them. When management by objectives was introduced, it was revolutionary for most companies.

This master thesis should work out how the University of applied sciences, TFH Berlin deals with the issues and should also observe the way MBO is working in a sme company located in Berlin.

The integration of information technology as well as human resources issues should also be taken into consideration.

**Preconditions:**

Sound knowledge of the MBO and the benchmarking methode.

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