

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

STATE EDUCATIONAL INSTITUTION

"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Xu Cunzhen

**PLANNING AND MANAGEMENT OF THE WORK PROCESS IN THE  
COMPANY**

Master's Thesis

specialty 1-26 80 04 "Management"  
(profile "HR-Management")

Supervisor: Nikolai Gorbachev  
Ph.D. in Economics,  
Associate Professor

Admitted to Master's thesis defense on

" \_\_\_\_ " \_\_\_\_\_ 2021

Head of Chair

of Innovative Management

Ph.D., Associate professor

\_\_\_\_\_ Alena A. Poddubskaya

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## **GENERAL CHARACTERISTICS OF THE WORK**

Master's thesis: 57p., 3 figures, 4 tables, 26 sources.

WORK FLOW, BUSINESS MANAGEMENT, BUSINESS PROCESS, PROCESS REENGINEERING, PROCESS MANAGEMENT, AUTOMATION.

The aim of the master's thesis is to develop recommendations for improving the planning and management of the work process in the company.

To achieve this goal, an attempt was made in the thesis to solve the following problems:

1. Analyze the theoretical basis of the company's project management system in order to determine the type of project management process and the characteristics of the work process of a well-known company.

2. To analyze the current approaches to implementation of automated management process technology at Tencent company.

3. To suggest measures to improve planning and workflow management at Tencent company.

The object of research in the master's thesis is Tencent company.

The subject of the research is the methods of planning and managing the work process.

The main applied research methods were: SWOT analysis, factor analysis, employee questionnaires, analysis of expert opinions, functional and cost analysis, comparative analysis and others.

The practical significance of the work lies in the fact that the results obtained in it can be used in the system of strategic management of the development of the intellectual potential of a financial company.

The materials of this study can be useful in the development of strategic plans for the development of enterprises; in the process of training and retraining of management personnel, in consulting activities.