

MBA Presentations

December 2009

1). Tuesday, 12/8/2009, 11:45 AM
University Boardroom (Room 206)

Topic
"Analysis of Letter of Credit Fraud
and Preventive Measures"
Presenter: Ms. Yunying Zhang
Advisor: Dr. Dorothy Sanford

2). Tuesday, 12/8/2009, 12:30 PM
University Boardroom (Room 206)

Topic
"JetBlue Airways Managing of Marketing Challenges Ahead:
Newer Market Entrant - Lessons from JetBlue's Moves and
Marketing Strategies against Larger Competitors" *
Presenter: Ms. Chunyan Yuan
Advisor: Dr. Eugene Robillard
* This is her second presentation.

3). Thursday, 12/10/2009, 11:45 AM
University Boardroom (Room 206)

Topic
"Evaluation of Vietnam as a Prospective Target:
A Business Plan of a Thai T-shirt Company in Vietnam"
Presenter: Mr. Vikrai Vorasoontaweeporn
Advisor: Dr. Eugene Robillard

4). Wednesday, 12/16/2009, 11:45 AM
University Boardroom (Room 206)

Topic
"Study and Evaluation of Intangible Assets
in Terms of the Dollar Value"
Presenter: Mr. Ashim Rajbhandari
Advisor: Dr. Marshall Burak

5). Wednesday, 12/16/2009, 12:30 PM
University Boardroom (Room 206)

Topic
"The Analysis of Effective Marketing Strategies
to Sustain Competitiveness of a Traditional
Thai Food Supplier, *Bestt Impex*"
Presenter: Mr. Thanun Soongcharernying
Advisor: Dr. Mike Guerra

6). Thursday, 12/17/2009, 11:45 AM
University Boardroom (Room 206)

Topic
"OSHA"
Presenter: Ms. Manitta Mekkiengkrai
Advisor: Dr. Eugene Robillard

7). Thursday, 12/17/2009, 12:30 PM
University Boardroom (Room 206)

Topic

**"Entering Premium Spa Market in San Francisco:
A Problem of Opening a Thai Herbals Spa
in San Francisco
including Cost and Profit Analysis"**