

# Bachelor and Master Thesis

## Chair of International Management

Procedural and formal requirements

May, 2017

# Prerequisites and procedure for Master and Bachelor theses

## Prerequisite Bachelor

- Successfully completed „Pro-Seminar“ (at any chair at the WFI)
- (Desirable prerequisites: Successful participation in either global marketing management, **Unternehmensführung** (Business administration) and/or international business)

## Prerequisite Master

- Bachelor's degree
- (Desirable prerequisites: Successful participation in either cross-cultural management, case studies in international management, **empirical management research** and/or seminar “international management” )

## Procedure for Master and Bachelor Theses

### STEP 1

#### Application procedure

- Inform yourself of current research topics of the research associates or announced master and bachelor thesis topics
- Fill out the [form](#) and send an e-mail to [julia.galeczka@ku.de](mailto:julia.galeczka@ku.de)
- Wait for our response
- If you get a positive response, you should contact your supervisor directly

### STEP 2

#### Topic assignment

- The assignment of a topic for your thesis takes place in a personal consultation with your supervisor
- For Masters only: Write an expose (introduction and purpose of the thesis, thesis structure and literature overview)
- After approval by your supervisor, please fill out the form [„Antrag auf Zulassung und Erteilung eines Themas“](#) and hand it in to your supervisor

### STEP 3

#### Writing your thesis

- Develop a clear logical structure for your thesis
- Bachelor and master theses must meet the formal guidelines for scientific research, which can be found in [“Formatvorlage und formale Richtlinien für schriftliche Arbeiten am Lehrstuhl IM“](#)
- Deviations are only possible in justified cases and after previous consultation with the supervisor

### STEP 4

#### Submission of your thesis

- Submit your thesis to our chair: Two version of your thesis must be bounded. Additionally, a electronic version must be submitted in .pdf and .doc format via E-Mail to your supervisor
- For empirical thesis: Please include a version of your dataset and syntax (e.g. SPSS)

### STEP 5

#### Evaluation process

- Your tutor will evaluate the Bachelor's/ Master's thesis based on internal evaluation criteria
- If requested, you can receive an individual feedback in a personal consultation from your supervisor

# Success factors of a Bachelor and Master Thesis

## Success factor

### Personal success factors

Motivation



Enthusiasm for selected topic



Proactive behavior and self-initiative



Professional time management



Regular interaction with the supervisor



Scientific way of working

### Content-related success factors

Importance and relevance

- Outline of the importance / benefits of the work
- Presentation of the theoretical/practical relevance
- Creation of value added for research/practice

Structure

- Clear objective of the thesis
- Identification of research gap
- Clear concept of the structure

Content

- Compelling line of reasoning
- Rational and structured thinking
- Theoretical foundation and critical acclaim of literature
- Methodical approach and data collection procedure (for empirical thesis only)
- Discussion of findings and derivation of consequences
- Critical appraisal and outlook

Quality of selected literature

- Relevant scientific literature
- High quality journals (e.g. A +, A, B)\*
- Range and variety of literature
- Actuality of literature

Formal criteria

- Linguistic expression
- Accurate spelling, writing and grammar
- Correct citation
- Correct layout
- Other formal aspects

\* Please download the [VHB Ranking of topic related journals here](#).

# General remarks

	Bachelor thesis	Master thesis
Length of the thesis	20 pages (+ / - 10%)	60 pages (+ / - 10%)
Preparation time	2 months	6 months
Number and format of copies	2 bounded paper versions + 2 electronic copies to your supervisor or wfi-um@ku.de via email (Format: *.pdf and *.doc)	2 bounded paper versions + 2 electronic copies to your supervisor or wfi-um@ku.de via email (Format: *.pdf and *.doc)
ECTS	10 ECTS	30 ECTS
Evaluation duration by supervisor	4 weeks	6 weeks