

Bachelor and Master Thesis

Chair of International Management

Procedural and formal requirements

July, 2022

Prequirements 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), Digital & Sustainable Business Models 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

STEP 2

STEP 3

STEP 4

STEP 5

Application procedure

- Inform yourself of current research topics of the research associates or announced master and bachelor thesis topics
- Fill out the <u>form</u> and send an email to wfi-im@ku.de
- · Wait for our response
- If you get a positive response, you should contact your supervisor directly

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, fill out the form (can be found on the website of the examination board) and hand it in to your supervisor

Writing your thesis

- Develop a clear logical structure for your thesis
 Bachelor and Master
- 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

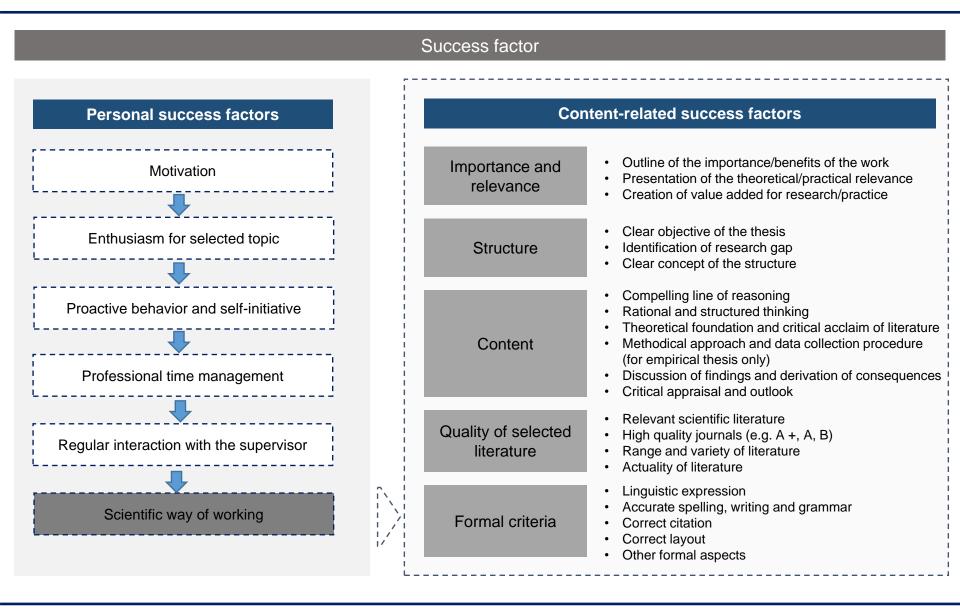
Submission of your thesis

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

Evaluation process

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

Success factors of a Bachelor and Master thesis



General remarks

