

Bachelor and Master Thesis

Chair of International Management

Procedural and formal requirements

February, 2025

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 (Corporate Management), 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

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 email to wfi-im@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, fill out the form (can be found on the website of the [examination board](#)) 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 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)

STEP 5

Evaluation process

- Your supervisor will evaluate the Bachelor/ Master 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 factors

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

General remarks

	Bachelor Thesis	Master Thesis
Length of the thesis	20 pages (+/- 10%) Bachelor SBE: 25 - 30 pages	60 pages (+/- 10%)
Preparation time	2 months	6 months
Number and format of copies	2 bounded paper versions to the examination office + 1 electronic copy to the examination office and your supervisor or wfi-im@ku.de via email (Format: *.pdf and *.doc)	2 bounded paper versions to the examination office + 1 electronic copy to the examination office and your supervisor or wfi-im@ku.de via email (Format: *.pdf and *.doc)
ECTS	10 ECTS	30 ECTS