

## Guidelines for Bachelor and Master theses

Note 1: The criteria mentioned below shall be seen as reference point. Some topics might require different and/or altered criteria. In these cases, the criteria should be agreed upon individually with the supervisor. Additionally, for theses, which are conducted in cooperation with a corporate partner, the criteria naturally should meet customer needs and therefore should be altered accordingly.

Note 2: If a student chooses more than one method (e.g. a survey plus interviews), the mentioned criteria apply to the central method of the theses.

Note 3: Particularly for Business & Economics students, the suggested criteria, both general (i.e. number of references) and methodological (i.e. number of interviews/questionnaires etc) are designed to reflect the worth of 10 ECTS credits (~250 hours of work) as opposed to this of 8 ECTS credits that apply for all regular bachelor theses.

	Criterion	Bachelor	BBE	Master
<b>General Issues</b>	Number of cited references	~ 30	~ 37	~ 60
	Citation style	Harvard style = parenthetical referencing Style guides are offered by AMA and APA		
	<u>Structure of the thesis</u> Same for all types:	Cover sheet (from our homepage, with signature) Cover sheet (individually designed) Table of content List of figures (optional) List of tables (optional) Abstract and (optional) Executive Summary		
	a. Empirical Theses	Introduction Method Results and Discussion		
	b. Literature Review	Introduction Method Results = Review per se Discussion focusing on managerial/practical implications		
	c. Case Study	Introduction Method Alternatives (theory-driven) Analyses of alternatives Discussion		
	Same for all types:	Cited references Appendix		
	<u>Formatting</u> Font style Font size Line spacing Typographic alignment	Times New Roman 12 pt. 1,5-spaced justified		
	Topics	An international scope is desirable		
	Emphasis of the theses	Application-oriented	Application-oriented	Science-oriented

<b>Guidelines on methodology</b>	<u>Interviews</u>			
	Interview partners	~ 10	~ 12	~ 20
	Typ	Guided interview	Guided interview	Guided interview
	Data preparation	Transcription etc.	Transcription etc.	Transcription etc.
	Data processing	Coding scheme	Coding scheme	Coding scheme
	<u>Questionnaires</u>			
Participants	~ 75	~ 93	~ 150	
Data processing	Inferential statistics	Inferential statistics	Multivariate methods	
<u>Literature Reviews</u>				
Cited references	Additionally ~ 20	Additionally ~ 25	<u>Systematic review</u>	
<u>Case Study</u>				
Relation to science 1	Analyzed alternatives shall be derived from theory			
Relation to science 2	Development of „teaching notes“			
Other methods	Upon individual agreement			