

Bachelor Thesis – Info Session



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Agenda

i. Basics

ii. Supervisors

iii. Q&A

Prerequisites for Supervision

- **The following Common Body of Knowledge (CBK)**

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3. IMM

LV-Titel	LV-Typ	ECTS	SSt
Accounting & Management Control I	LVP	6	3
Accounting & Management Control II*	LVP	6	3
Betriebliche Informationssysteme I	LVP	4	2
Angewandte Mikroökonomik	PI	4	2
Internationale Makroökonomik	PI	4	2
Wirtschaft im rechtlichen Kontext - Wirtschaftsprivatrecht I	LVP	4	2
Statistik	VUE	4	2
Introduction to Business Communication (Studienplan BaWISO 2012: Fremdsprachliche Wirtschaftskommunikation 1)	LVP(PI)	4	2
Zukunftsfähiges Wirtschaften I	VUE	4	2

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- **The following**

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How to find a topic? (i)

Two options:

- Pick a company for a case study

OR

- Select a topic of your interest (and of your potential supervisor's interest!)

In both cases please make sure that topic stays within the

IMM's research focus

<https://www.wu.ac.at/en/imm/research-platform>

How to find a topic? (ii)

- Get in contact with a faculty member and discuss your topic
- For an overview of the research focus of the faculty members visit **IMM research platform** (<https://www.wu.ac.at/en/imm/research-platform>) or the **personal webpage of each faculty member** (<https://www.wu.ac.at/en/imm/about-imm/imm-team>)
- Open topics (*when available*) are sent out via the students' mailing list

Some basics

- Prove that you are able to work on a topic in a **structured and systematic manner**
- Ensure **linguistic correctness**
- Time for completion: usually **6 months**
- If significant progress is not made within this period, you risk to get **deregistered**
- Possible that two students can work on same topic (with different emphasis for each student)
- **Detailed guidelines for theses: IMM-Homepage**
(<https://www.wu.ac.at/en/imm/student-platform/bachelor/paper>)

Further considerations

- **WU library** offers several services, such as trainings, research consultations and Fit4Research (an e-learning program).
- On **LEARN** you will find useful step by step information and tips for your thesis process in the **Student Support Area** (<https://learn.wu.ac.at/open/student-support/wissarbeiten>).
- For a large variety of books on the subjects available at WU library check out the **further readings** on **LEARN** (https://learn.wu.ac.at/open/student-support/further_reading).
- Check out **reference management softwares** (like Endnote, Citavi)
 - <https://www.wu.ac.at/en/library/services/wu-students/consultation/reference-management-software>

Finishing your thesis

- Hand in thesis via **Learn@WU** for the plagiarism check
- Find all relevant information about plagiarism and its consequences here:
[https://www.wu.ac.at/fileadmin/wu/h/students/Pruefungsorganisation/Formulare/Formulare Bachelor/DIR Plagiarism M%C3%A4rz 2019.pdf](https://www.wu.ac.at/fileadmin/wu/h/students/Pruefungsorganisation/Formulare/Formulare_Bachelor/DIR_Plagiarism_M%C3%A4rz_2019.pdf)
- Make sure to include the official (!) cover sheet which can be found at WU homepage (<https://www.wu.ac.at/studierende/mein-studium/bachelorguide/bachelorarbeit/>)

!! We do not need a hardcopy !!

What is different for **BBE students**?

- BBE students need to follow IMM's bachelor thesis guidelines and of the particular guidelines indicated by their study.
- A detailed description of the BBE bachelor thesis process is offered in the following link: <https://www.wu.ac.at/en/students/my-program/bachelors-programs/business-and-economics/bachelors-thesis>
- Particular general criteria (i.e. number of references) and methodological aspects (i.e. number of interviews/questionnaires) that apply for BBE students can be found in the IMM homepage (<https://www.wu.ac.at/en/imm/student-platform/bachelor/paper>).

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■ Teaching focus:

- Global Marketing Strategy

■ Research focus:

- Global Marketing: Cross-Country Differences in Terms of Corporate Online Strategies and Consumer Behavior

■ Requirements:

- Different empirical research methods are welcome, incl. systematic literature reviews and case studies

■ Open topics:

- Not at the moment - but open to interesting suggestions



■ Teaching focus:

- International Marketing, Doing Business in Africa

■ Research focus:

- Counterfeit products
- AI & Education, Talent Management & Education, Lifelong Learning

■ Requirements:

- Independent thinkers & workers wanted, interest & enthusiasm for the topic

■ Open topics:

- Not at the moment, are sent out via e-mail-list



■ Teaching focus:

- Global Business Planning (IMM-Bachelor)
- Qualitative Research Methods (PhD)

■ Research focus:

- Enforcing sustainable consumer behavior and marketing management – preferably in an international context

■ Requirements:

- Openness towards empirical research methods (qual/quant) and systematic literature review

■ Open topics:

- Not at the moment, but feel free to propose your own topic within the range of the research focus



Gina Villanueva-Weinzierl

■ Teaching focus:

- Academic Writing Techniques (ART) & Ethics

■ Research focus:

- Cross Functional Integration/ New Product Development
- Disruptive Innovation

■ Requirements:

- communicative, timely delivery of material;
- positive attitude to critical feedback, strong command of English

■ Open topics:

- Case development for specific companies
- Literature Review on New Product Development & Disruptive Innovation
- Strategic Audit of Cross Functional Areas (Marketing, Finance, Supply Chain)



▪ Teaching focus:

- International Marketing

▪ Research focus:

- Sustainable consumer behavior and brand activism in international context

▪ Requirements:

- Interest for the topic
- Independent thinkers and workers
- Time delivery of material

▪ Open topics:

- Not at the moment, but feel free to propose your own topic within the range of the research focus



Please note that you will have to finalize your thesis by July 31 at the latest!

- **Teaching focus:**

- International Marketing in Asia

- **Research focus:**

- Consumer Psychology
- (International) Advertising
- Green Mobility

- **Requirements:**

- Curiosity, creativity, openness towards research methods (qual/quant), interest for the topic

- **Open topics:**

- Not at the moment - but open to any interesting suggestions



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