

## Master thesis: a directional overview

### **Process**

Milestones	Expectations	Dates
Application	<ul><li>Targeted submission date</li><li>Prerequisite courses</li><li>One-page topic outline</li></ul>	December
Topic definition	<ul> <li>Research question         (often takes several weeks)</li> <li>Road to the answer         (prelim. Table of Contents)</li> </ul>	January / February – meetings with supervisor
Official registration	<ul> <li>Mutual understanding of scope</li> <li>Table of contents</li> <li>Exposée + prelim. literature</li> <li>Submission of thesis any day within 4 months of registration</li> </ul>	Early March (recommended) – 4 weeks after first meeting with supervisor
Thesis colloquium	<ul><li>15 min presentation</li><li>15 min Q&amp;A</li></ul>	TBD – candidate presents once
Submission	<ul><li>50 pages (+/-5)</li><li>Appendix (as applicable)</li><li>References</li></ul>	Early July

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#### **Products**

#### I. Colloquium presentation

## Recommend max. 10 slides for presentation; directional structure

- Context (1 slide)
- Literature and gap (3 slides)
- Methods (3 slides)
- Prelim. output, if any (2 slides)
- Questions for audience (1+ slides)

15 min Q&A - passive supervisor

#### II. Master thesis

50 pages (+/- 5) in 12 pt font, 1.5 spacing; directional structure\*

- Introduction
- Theory
  - Unanswered scientific question(s)
  - Possibly hypotheses
  - Not a literature review
- Methods
- Results
- Discussion
  - Theoretical implications
  - Practical implications
  - Limitations
- Conclusion
- Appendix (e.g., literature overview, non-core data)
- References

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<sup>\*</sup>Roughly: 1/3 Theory, 1/3 Methods and Results, 1/3 Intro and Discussion and Conclusion

## Don't top 8 (subjective)

#### Don't

- 1. Follow imprecise research question
- 2. Pursue a question purely from a practitioner standpoint
- 3. Review literature for too long
- 4. Use methods that can't answer the question
- 5. Commit late to paper
- 6. Miss actively soliciting feedback
- Misallocate time (e.g., references)
- 8. Be too complex

### Resources to get started



#### **Guideline for the Preparation** of Scientific Papers and Theses

(Status: June 2016)

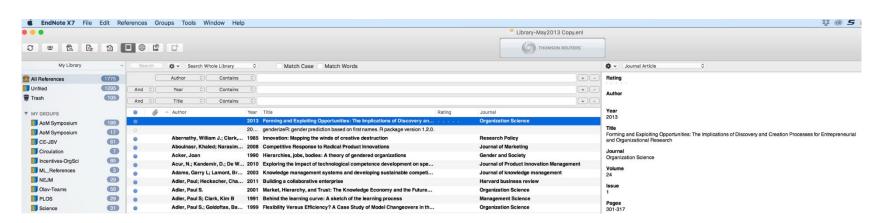
Chair of Organization and Innovation

Prof. Dr. Karin Hoisl, MBR

# Einführung in das wissenschaftliche Arbeiten

MAN 721 Forschungsseminar Organisation & Innovation HWS 2017





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