

Master thesis: a directional overview

Process

Milestones	Expectations	Dates
Application	<ul style="list-style-type: none">▪ Targeted submission date▪ Prerequisite courses▪ One-page topic outline	December
Topic definition	<ul style="list-style-type: none">▪ Research question (often takes several weeks)▪ Road to the answer (prelim. Table of Contents)	January / February – meetings with supervisor
Official registration	<ul style="list-style-type: none">▪ Mutual understanding of scope<ul style="list-style-type: none">▪ Table of contents▪ Exposé + prelim. literature▪ Submission of thesis any day within 4 months of registration	Early March (recommended) – 4 weeks after first meeting with supervisor
Thesis colloquium	<ul style="list-style-type: none">▪ 15 min presentation▪ 15 min Q&A	TBD – candidate presents once
Submission	<ul style="list-style-type: none">▪ 50 pages (+/-5)▪ Appendix (as applicable)▪ References	Early July

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

*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
7. Misallocate time (e.g., references)
8. Be too complex

Does not guarantee good outcome 😊

Resources to get started



UNIVERSITY OF MANNHEIM
BUSINESS SCHOOL

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



The screenshot shows the EndNote X7 interface with a list of references. The table below represents the data visible in the screenshot:

Author	Year	Title	Rating	Journal
	2013	Forming and Exploiting Opportunities: The Implications of Discovery an...		Organization Science
	20...	genderizeR: gender prediction based on first names. R package version 1.2.0.		
Abernathy, William J.; Clark,...	1985	Innovation: Mapping the winds of creative destruction		Research Policy
Aboulnasr, Khaled; Narasim...	2008	Competitive Response to Radical Product Innovations		Journal of Marketing
Acker, Joan	1990	Hierarchies, jobs, bodies: A theory of gendered organizations		Gender and Society
Acur, N.; Kandemir, D.; De W...	2010	Exploring the impact of technological competence development on spe...		Journal of Product Innovation Management
Adams, Garry L; Lamont, Br...	2003	Knowledge management systems and developing sustainable competi...		Journal of knowledge management
Adler, Paul; Heckscher, Cha...	2011	Building a collaborative enterprise		Harvard business review
Adler, Paul S.	2001	Market, Hierarchty, and Trust: The Knowledge Economy and the Future...		Organization Science
Adler, Paul S; Clark, Kim B	1991	Behind the learning curve: A sketch of the learning process		Management Science
Adler, Paul S.; Goldoftas, Ba...	1999	Flexibility Versus Efficiency? A Case Study of Model Changeovers in th...		Organization Science