

Theses Guidelines for WING Students

Bachelor and Master Theses

Version 04/17

General Information

1. Read the information and follow the guidelines which are relevant for your course of studies. Please check with your study program coordinator if there are any questions.
2. As English is the primary academic language, all theses **must be written in English**. Exceptions are only applicable if the thesis is written in collaboration with a German company. You will see, this is not as difficult as you may think, as almost all literature which is relevant for you will be in English anyways.
3. Wording and grammar need to be good enough to make the theses 'understandable'. English wording itself will not be graded. However, spelling errors will decrease the grade of the thesis up to 0.3 points.
4. It is important to learn concise writing. Hence, the **thesis may not exceed 10,000 words (not including references)**. We generally recommend about 5,000 – 7,000 words for bachelor thesis and 9,000 – 10,000 words for master thesis. However, the thesis may contain an appendix with additional material beyond these word limitations.
5. There are no formal requirements for which font should be used, the spacing, etc. You only need a cover with the necessary information (title, type of work [Bachelor or Master thesis], Chair of Technology Management, supervisor, your name and address, matriculation number, email, study program, date of submission, if necessary "Sperrvermerk").
6. The chair uses APA as a citation standard for theses. **It is important to note that even indirect quotations must always contain the page number from which the quote was lifted.** Please also add a plagiarism statement at the end of the thesis, which is available at the website of the Chair.
7. All theses are connected with a usually monthly, **mandatory thesis seminar** with talks from the Chair on methodologies, conducting research, etc. Moreover, students have the opportunity there to get feedback on their thesis project and progress and to ask questions. All seminar dates will be announced via Univis, based on the number of participants. **Each student has to be present at the concurrent thesis seminars, and has to present his or her ongoing and final results.** Depending on the study program, these presentations will also be part of the final grade (bachelor thesis).

Procedure

1. The start of all theses projects is at the beginning of each semester. There is an information meeting, usually in the first week of the semester, then there is a mandatory, usually full day thesis seminar for bachelor thesis students on the one hand, and master thesis students on the other hand. Please check Univis for dates, which are dependent on the number of participating students.
2. Everybody interested in writing a thesis at the Chair is invited to come to the first thesis seminar meeting in the first week of the semester. There is no obligation to write the thesis at the Chair at this point, this is decided after that meeting. Beforehand, there will be a list of potential thesis topics available at the Chair. It is also possible to apply with your own topic of interest which should relate to the Chair's research interest.

3. If you want to write your thesis at the Chair, please follow the procedure that is announced in the kick-off meeting. A first step will involve to prepare an **exposé** to elaborate the proposed content of the thesis (max. 1 page plus appendix, i.e. content overview and references).

The exposé should include:

- Working title
- Research stream
- Research question (as specific as possible!)
- Methodological approach
- Preliminary overview of contents (appendix)
- References used in exposé (appendix)
- Contact details

The time for preparing the exposé is preliminary work. Both parties can reject further work on the topic if the exposé does not meet the expectations, or if the student decides on another thesis. After acceptance, there are **mandatory introductory courses** which each student has to participate.

4. If both parties have agreed on the content of the thesis and the student's exposé, **the thesis will be registered**. Please use the forms which are provided on our website for initiating the official registration. The form has to be filled out properly and then will be signed by Professor Brem and is registered. Each student will receive a written notification from the responsible contact person. If you write your thesis in cooperation with an external company that demands a "Sperrvermerk" for the thesis, please already announce that when registering. In this case, the "Sperrvermerk" has to be put in front and the company has to decide on the final phrasing. The official duration of the thesis will only start with the confirmed date of registration. Please note that you have to sign in independently for the seminar on MeinCampus.
5. Once you are done with your thesis, please use soft cover binding instead of hard cover binding. It's cheaper and less heavy to carry. Please do not use spiral bound, but adhesive binding only. Please check with the "Prüfungsamt" how many (printed) versions of the thesis you have to submit. The Chair requires one printed and one digital version (on a USB stick) of your thesis. For further regulations, please check the requirements of your course of studies.
6. Once your evaluation is done, you will be informed about your grade, and you will get individual feedback upon request.