

QUOTES

OPTIONAL

1 page maximum

Out of pagination.

Dedicaces

OPTIONAL

Direct or indirect aid; families; etc.

(1 page maximum)

Out of pagination.

Acknowledgements

(1 page maximum)

Institution

Thesis Director

Jury Member

.....

Abstract

250 words maximum, no paragraphs,

You will summarise your work in English and French. You will propose 5 key words under the summary in French.

The summary is a formulation of the essence of the study, which may be the most important results, the most useful thoughts or which provide new knowledges.

Announce the topic and the problem, general objective.

The summary should not exceed 250 words. It is best written after the entire report has been written. Resist the urge to simply cut and paste the various important ideas or results that have been reached. A simple, concise and clear rewrite is essential.

Key words :

1 -

2 -

3 -

4 -

5 -

Summary

up to 250 words

Key words :

1 -

2 -

3 -

4 -

5 –

TABLE OF CONTENT

List of Acronyms AND Abbreviations.

Out of pagination.

Terms that require explanation and are frequently used in the brief should be grouped under this heading. They are listed in alphabetical order.

Examples:

COD: Chemical Oxygen Demand.

VOME: Vegetable Oil Methyl Esters

LIST OF TABLES

LIST OF FIGURES

For the edition:

Rigour and clarity.

Text: minimum 30 pages and maximum 40 pages excluding acknowledgements, list of abbreviations, summary and appendices.

Font: Times New Roman or Arial, size 12 - Spacing: 1.5 and double-sided printing (for the final document).

Text must be justified (text is aligned with the left and right margins).

The text of the dissertation should be continuous, the sentences should not be detached from each other but form balanced paragraphs constituting a unity in reasoning and description.

Acknowledgements/Dedication:

There is no standard format for this section. However, political or religious slogans should be avoided. They tend to **separate** the author and the reader, who often have different views on these issues, even though they **agree** on the substance of the work provided.

Headers and footers: the title of the dissertation should be placed at the top of the page, justified on the left; the name of the student, the year of graduation and the date of the dissertation should be placed at the bottom of the page.

Page numbering: pagination should be continuous throughout the brief, including illustrations and appendices, and should begin at the summary. The section before the summary should be paginated in lower case Roman numerals.

Tables, figures (maps and illustrations, graphs), equations, indexed by order of appearance in the text and numbered.

The titles of the tables appear at the top, while the titles of the figures appear at the bottom.

They should generally be referred to in the text itself and serve to enhance understanding of the reasoning. They should therefore be particularly readable.

Numbering of chapters and paragraphs: It is recommended to use the decimal format according to the divisions and subdivisions. Multiple title levels and more than four subdivisions are not recommended;

Problematic and objectives

Once the problems have been defined, they are negated into objectives and a method for achieving each objective is constructed - which would be the same as solving the problem related to that objective. But in general, it is the combination of methods - and therefore a methodology -

that will help to achieve the specific objectives. A set of specific objectives achieved helps to achieve or contribute to the achievement of the overall objective.

The outline of a scientific and technical report is often roughly as follows:

Introduction

Part I: Theoretical studies

Chap 1: General information on (related technologies you will develop on your thesis)

I) Context, problematics and objectives

Contextualize your research

Problematic (set of problems)

Objectives (global, specifics), at least 2, 3 specifics goals.

II) General information on

Chap 2: Methodologies, Conceptual Approaches

Methodology (all methods, formulas and techniques used should be described here and *nowhere else*)

Part II: Design and implementation

Chap 1: Design, Modelling and conceptual approach

Design, Modelling: Explain the conception model used

Conceptual approach: practical part related to the technology you are developing on your thesis

Chap 2: Implementation, results and analysis

Implementation: It's the code you developed (all the code and the source, to be checked)

Results (They are presented in such a way as to facilitate discussion later on; but no personal opinions are given here)

- **Innovation outreach strategy (mandatory)**
- **Suggestions and recommendations (optional)**

Recommandations (It summarises the recommendations made in the discussion section to meet or exceed the objectives)

Analysis: Make a simple analyse of your project.

Conclusion and perspectives: It should provide a clear answer to the research question, if any; it should synthesise the key findings of the discussion section; the limitations of the study and the possibilities for further exploration of certain aspects will serve as a perspective.

- **Finally:** *strictly limit any description that does not contribute to the objectives you are trying to achieve. They only distract both you and the reader. Off-topic developments diminish the value of a report..*

Introduction

4 pages maximum

Used to set the context of the work.

The Introduction should not be lost in generalities. It provides the necessary and sufficient information for a reader who is not familiar with the subject to form a coherent picture of it. Brief mention may be made of previous studies carried out in the area or elsewhere in the world but in the same field (this is where the bibliography comes in), which will shed light on the understanding of the problems you are trying to solve. One explains and justifies one's dissertation project in relation to other researchers and to the state of knowledge in the field of study. Relevant texts should be identified, consulted and analysed.

Long extracts of text from other documents are not useful here, they distract the reader. We must come quickly to the problematic.

Here are some questions that can also be answered here

Why is this topic interesting? - Clearly state the problem

Who has worked on this before?

What process did we follow?

Finally, the introduction should also explain the organisation of the brief, without becoming a table of contents. Finally, the introduction should also explain the organisation of the dissertation, without becoming a table of contents. It is important to specify the field, subject and context of the study.

Part I: Theoretical studies

Chap 1: General on information....

Maximum Pages: 09

For technical study-oriented subjects, the objectives must be well defined.

The objective is used to specify the goal we set ourselves in carrying out our dissertation project (verification, reproduction, evaluation, ...).

The hypothesis is most relevant to research questions. The hypothesis is defined as a proposed answer to the question posed or the anticipated, plausible or likely answer to the research question.

The hypothesis is not a value judgment, it must be specific and based on verifiable data. A distinction must be made between induction and deduction. **Deduction** starts from theory, but **induction** starts from the field, from its neutral observation and from the facts that "speak for themselves" and from which the researcher induces the relationships. It is better to adopt an open attitude, as the two options complement each other.

Chap 2: Methodologies and conceptual approaches

07 pages maximum

Part II: Design and Implementation

Chap 1: Design, modelling and conceptual approach

09 pages maximum

Chap 2. Implementation and results

10 pages maximum

Parts I and V are the most important, you need to be able to use and discuss your results objectively, critically and in retrospect to draw conclusions.

Data processing consists of the actual calculation, but also the organisation of the results in a way that facilitates analysis and interpretation in the Discussion and Analysis section.

This is where the critical analysis and interpretation of the data or results generated in the RESULTS section comes in. The reliability of the results or interpretations will be enhanced by comparison with similar work. Bibliographic research will be of primary importance at this level.

Conclusions and perspectives

3 pages maximum

In the conclusion, the original assumptions should be re-examined in the light of the data collected. The conclusion should demonstrate how the results confirm (or refute) the hypotheses.

New issues that have emerged from the study and how it is thought these issues should be addressed in the future (perspectives) should be highlighted. Again, avoid cutting and pasting the various partial conclusions that appear in the body of the text. Rewriting would contribute to a better understanding of the methodology and results.

Bibliography

15 references maximum, 7 minimum, including less than 2 general journal references, indexed in the text according to the template (1st Author et al, year). The full references will be presented at the end of the dissertation, in alphabetical order of the first author, using the following templates:

As the sources of information available on "general public" websites are difficult to verify, it is advisable to avoid using them as a bibliographic source.

Maximum 5 website references in a separate section.

Books and articles (Example)

Alba J.W. et Chattopadhyay A. (1985), The Effects of Context and Part-Category Cues on the Recall of Competing Brands, *Journal of Marketing Research*, 22, August, 340-349.

Aurier P. (1990), Analyse de la structure des marchés et étude du concept de concurrence entre les marques : une application sur données de panel, Thèse de doctorat, HEC, Jouy-en-Josas.

Aurier P. et Cooper L.G. (1993), Définir les frontières d'un marché à partir de données multicatégories : approche exploratoire, *Actes du Séminaire International de Recherche en Marketing*, 20, La Londe les Maures, IAE d'Aix-en-Provence, 2-22.

Barsalou L.W. (1983), Ad-hoc Categories, *Memory and cognition*, 11, May, 211-227.

Barsalou L.W. (1985), Ideals, Central Tendency, and Frequency of Instantiation as Determinants of Graded Structure, *Journal of Experimental Psychology: Learning, Memory and Cognition*, 11, October, 629-654.

Belonax J.J.Jr. et Javalgi R.G. (1989), The Influence of Involvement and Product Class Quality on Consumer Choice Sets, *Journal of the Academy of Marketing Science*, 17, Summer, 209-216.

Websites

Tag URLs and dates when web pages are viewed.

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VIII. Appendices

Summary of appendices

Appendix I: Title of the Appendix

Each appendix should start on a new page.

Each appendix should be numbered, with an explicit title

Any appendix should be announced by the main text.

Appendices may contain more detailed information, a longer explanation of the methods and techniques summarised in the text, transcripts or reproductions of documents and any information that is not essential for understanding the main text.