

# **Master in Applied Data Science Intake 2018 / Class of 2020**

Master's Thesis:  
Important Information and Guidelines

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## Important Information

For all detailed information about the Thesis please consult the General Examination Regulations for Academic Study Programmes (§ 8 Bachelor's and Master's Theses) and the Academic regulations for your degree programme (§ 8 Master's Thesis).

### Registering For Your Thesis

Topic Registration Deadline	Thesis Writing Period	Thesis Submission Deadline
<b>I: 2 January 2020</b>	February – March – April	30 April 2020
<b>II: 1 February 2020</b>	March – April – May	29 May 2020
<b>III: 1 March 2020</b>	April – May – June	30 June 2020
<b>IV: 1 April 2020</b>	May – June – July	31 July 2020
<b>V: 2 May 2020</b>	June – July – August	31 August 2020

## Writing Your Thesis

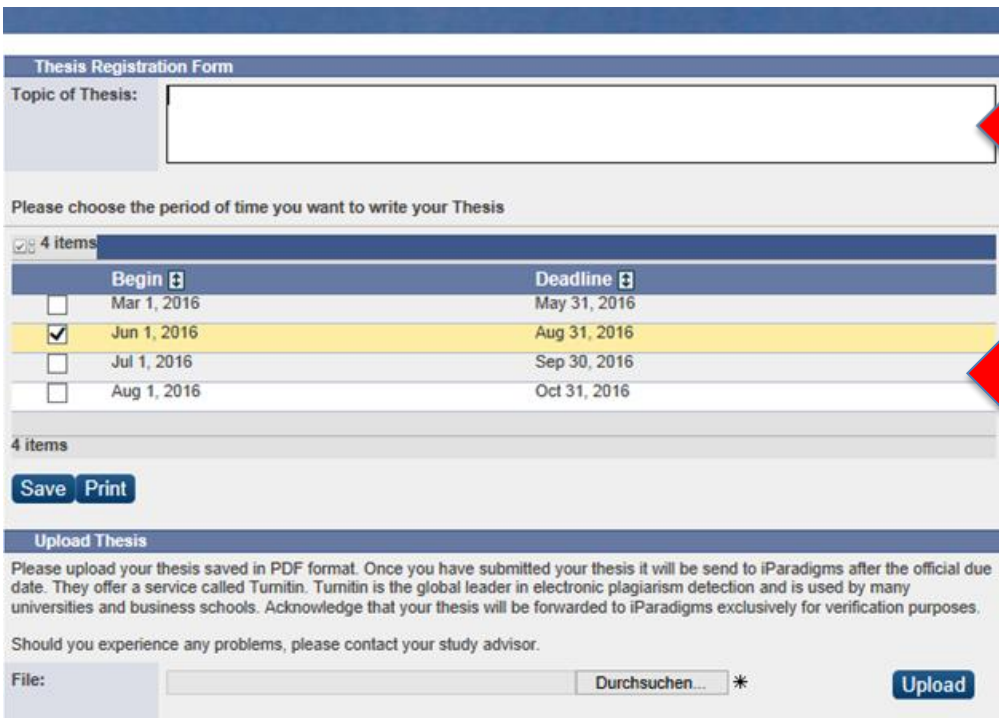
- Option A: you write the thesis by yourself
- Option B: joint thesis / co-authoring (two students maximum). Please note that you must fix a clear division of labour among both authors (See Attachment 4). You may also write a joint thesis across MADS, MF & MiM programmes.
- Within the first four weeks after registration, you may change your topic completely and/or your coauthor.
- Your thesis should consist of ca. 60 pages, exclusive of the title page, table of contents, other tables, references and/or appendices. The exact scope of each individual thesis has to be defined in accordance with the first supervisor.
- You must have two supervisors for your master's thesis. One supervisor must be a member of the Frankfurt School Faculty. The other can be external and must provide evidence of holding a degree at least equivalent to a master's degree when you submit your topic for registration. Neither supervisor can be a relative of yours nor a student /alumni who is/was enrolled at Frankfurt School at the same time you have been enrolled. The topic of your thesis must be approved by both of your supervisors.

## **THE GENERAL COURSE AND EXAMINATION REGULATIONS (ESPECIALLY § 8 BACHELOR'S AND MASTER'S THESIS) APPLY TO YOUR MASTER'S THESIS.**

## Thesis Registration

### FORMAL REGISTRATION

- Go to the Online Campus (Organize -> Thesis Upload), write your topic in the box, select your "thesis period", click on "save" and "print" the registration form afterwards.
- Let both supervisors sign.
- If external supervisor: Submit copy of academic degree together with registration form.



**Thesis Registration Form**

Topic of Thesis:

Please choose the period of time you want to write your Thesis

☒ 4 items

Begin	Deadline
<input type="checkbox"/> Mar 1, 2016	May 31, 2016
<input checked="" type="checkbox"/> Jun 1, 2016	Aug 31, 2016
<input type="checkbox"/> Jul 1, 2016	Sep 30, 2016
<input type="checkbox"/> Aug 1, 2016	Oct 31, 2016

☐ 4 items

**Upload Thesis**

Please upload your thesis saved in PDF format. Once you have submitted your thesis it will be send to iParadigms after the official due date. They offer a service called Turnitin. Turnitin is the global leader in electronic plagiarism detection and is used by many universities and business schools. Acknowledge that your thesis will be forwarded to iParadigms exclusively for verification purposes.

Should you experience any problems, please contact your study advisor.

File:

Thesis topic goes in here

Here you will find the corresponding dates

Hand in the complete thesis registration form (either in person or electronically) to the thesis coordinator (Vera Schenderlein)

Joint Thesis: note that both of you have to register in CLM individually!

## Thesis Submission Deadline Extension

The Examination Regulations allow an extension to the Thesis Submission Deadline in situations where the student is not at fault. A request to extend the Thesis Submission Deadline must be submitted to the Study Advisory at least one week prior to the original deadline.

Legitimate reasons are:

- **Illness**

An extension to the thesis submission deadline due to illness must be made in writing and must be accompanied by a medical certificate without delay (see §9 (11)).

- **Academic reasons**

An extension to the thesis submission deadline for academic reasons requires a written request with a proposed timeline for completion and a justification from your supervisor. An extension for academic reasons can only be approved once and cannot be longer than four weeks. This request has to be made to your thesis coordinator no later than one week prior to the thesis due date and it has to be approved by your first supervisor as well.

## Submitting Your Thesis

- You must upload a pdf version via CLM for an electronic plagiarism check. Your thesis is not considered submitted until it is uploaded.
- If you study abroad for your fourth semester and therefore submit your thesis after 30 August you will automatically be registered for a 5<sup>th</sup> semester at FS. This means that your transcript will show 5 semesters.
- Joint Thesis: note that both of you have to upload the thesis in your own account
- Your Master's Thesis must include a signed „Statement of Certification“ which can be found in Attachment 4.
- If applicable (e.g. you are writing your thesis in cooperation with a specific company), your Master's Thesis must include a signed “Confidentiality Clause” which is included in Attachment 5 of the Master's Thesis Guidelines
- If you fail to submit on time, 1 % of your grade will be deducted per day you passed the deadline
- Your supervisors have six weeks to assess/evaluate the thesis. The grade will be uploaded to CLM. The evaluation can be viewed by request as well.

- Should you fail your thesis, you will have to register a second attempt with a new topic within four weeks after your assessment

### **Kindly note**

- if you enter a sixth semester, Frankfurt School has the right to charge you with extra tuition fees based on your Student Contract Section 4 Tuition Fees, Subsection 2. and 3.:  
"In the event of a Student exceeding the standard period of study stipulated in the Course and Examination Regulations for the Degree Course, an additional tuition fee of EUR 500 per additional semester shall be charged."  
"Should the student, having exceeded the standard period study stipulated in the Course and Examination Regulations for the Degree Course, attempt and examination, an examination fee of EUR 200 per ECTS Standard Credit to be taken shall be charged per examination attempt in addition to the tutorial fee specified I Section 4, Subsection2."
- Students who do not register the thesis at all, will be booked into the last writing period with the thesis due date 31 August 2020 which will then result in 0 CP for the first attempt
- Based on a ruling of the examination board in September 2017, students who do not register their thesis at all will be expelled from FS due to a lack of study progress.

# Master's Thesis Guidelines

## 1. Student, Supervisor and Study Advisor Responsibilities

<u>Student Responsibilities</u>	<u>Supervisor Responsibilities</u>	<u>Thesis Coordinator Responsibilities</u>
		<u>Before the beginning of the Thesis Writing Process:</u> <ul style="list-style-type: none"> <li>Handles registration process (checking CLM for the correct writing period, the two supervisors, the copy of the degree for the external supervisor, the topic entered)</li> </ul>
<u>At the beginning of the Thesis Writing Process:</u> <ul style="list-style-type: none"> <li>Identifies topic area</li> <li>Identifies research problem and question</li> <li>Thinks about research methodology and methods</li> <li>Reads examples of a good thesis/dissertation</li> <li>Reads appropriate literature</li> <li>Speaks to relevant people with experience of the topic and possible supervisor</li> <li>Clarifies objectives</li> <li>Prepares a proposal</li> </ul>	<u>At the beginning of the Thesis Writing Process:</u> <ul style="list-style-type: none"> <li>Gives constructive feedback on proposal submission</li> <li>Helps the student to identify and understand the appropriate literature</li> <li>Provides guidance on reading</li> <li>Ensures the student is clear about the focus of the work and clarifies objectives</li> <li>Agrees to research methods, structure and time schedule</li> <li>Assists with project design and research questions</li> <li>Asks questions and gives advice on implementation of the proposal</li> </ul>	<u>At the beginning of the Thesis Writing Process:</u> <ul style="list-style-type: none"> <li>Handles slight changes in topic</li> <li>Handles requests for extensions (at the latest, one week prior to the due date)</li> <li>Handles sick notes</li> </ul>
<u>Throughout the Thesis Writing Process:</u> <ul style="list-style-type: none"> <li>Refines the literature review and finalises the methodology</li> <li>Develops outline and objectives for each chapter</li> <li>Carries out the research plan accepting possible adjustments</li> <li>Identifies deviations from the plan / difficulties</li> <li>Collects necessary data, analyses and interprets them</li> <li>Begins a write up and review of chapters</li> <li>Keeps in touch with the supervisor and takes advice</li> </ul>	<u>Throughout the Thesis Writing Process:</u> <ul style="list-style-type: none"> <li>Questions and gives advice</li> <li>Responds to questions relating to work and gives written or verbal feedback</li> <li>Keeps notes on all contacts</li> <li>Comments on implementation of research method and overall progress</li> </ul>	<u>Throughout the Thesis Writing Process:</u> <ul style="list-style-type: none"> <li>Handles changes in topic</li> <li>Handles requests for extensions (at the latest, one week prior to the due date)</li> <li>Handles sick notes</li> </ul>
<u>At conclusion of Thesis Writing Process:</u> <ul style="list-style-type: none"> <li>Recognizes the importance of the research and drives the plan forward</li> <li>Formulates conclusions and specifies areas for further research</li> <li>Submits final draft</li> <li>Keeps in touch with the supervisor and takes advice</li> </ul>	<u>At conclusion of Thesis Writing Process:</u> <ul style="list-style-type: none"> <li>Comments on drafts and provides feedback</li> <li>Is supportive and willing to provide advice and encouragement</li> <li>Does not do the work for the student</li> </ul>	<u>At conclusion of Thesis Writing Process:</u> <ul style="list-style-type: none"> <li>Handles changes in topic</li> <li>Handles requests for extensions (at the latest, one week prior to the due date)</li> <li>Handles sick notes</li> </ul>
		<u>After the Thesis Writing Process:</u> <ul style="list-style-type: none"> <li>Processes submitted thesis</li> <li>Processes the thesis evaluations</li> <li>In cooperation with Alumni, organizes the graduation</li> <li>Prints the degrees</li> </ul>



## 2. Structure

Your Master's Thesis is to be structured as follows:

### (1) Cover Page

The front cover of your thesis should include the following information: Master's Thesis, title, and your official name.

(See Attachment 1).

### (2) Title page

The title page contains the title of the study programme, the title of the thesis, your official name and address, matriculation number, the date of submission and the names of your supervisors

Title: Ensure that the title of your thesis is focused and captures the nature of the work. It should be grammatically correct and contain no spelling errors. The title of the thesis must be agreed upon with and approved by both of your supervisors. (See Attachment 2).

### (3) Table of contents, including page numbers

The table of contents should be discussed with your primary supervisor **before** you start writing the thesis. The table of contents should show a clean line regarding how you have developed your topic.

(See Attachment 3)

### (4) List of abbreviations, tables and figures (if applicable)

### (5) Text

The main text is accompanied by an introduction and a conclusion or summary chapter. The introduction should give the reader an overview of motivation, focus, objectives, and structure of the thesis. In this part, the student is expected to analyze the current situation, elaborate a clear research question, structure the problem and state the objectives. Moreover, the student should describe the approach and the course of the research and how the analysis was conducted.

The main text should deal with the problem, present solutions and results of the research. One or more chapters should be devoted to the discussion and interpretation of the results. Specifically, the student should go back and make reference to the earlier literature review and present findings within the context of the original literature critique. The following questions should be answered: Do the findings fit with or contradict existing theory or evidence? Do the findings shed new light on the existing body of knowledge?

### (6) Summary

The summary chapter is the final chapter of the Masters' Thesis. The student summarizes the research question and the objectives and presents the conclusion and/or suggestions and/or advice for the implementation of the findings.

### Limitations of the research

In drawing conclusions, the student should make the reader aware of any limitations (e.g. sample size, accuracy of sample profile to the true population, research within one organization only) that may have an impact upon

the conclusions being drawn. Recommendations are made for further research or enhancements to the research method applied. Any potential problems relating to reliability and validity have to be discussed.

### (7) Appendix

If required, appendices can be included for e.g. surveys, questionnaires, more comprehensive examples, forms or calculations, contracts, etc.

### (8) Bibliography

Every written source used in the Master's Thesis has to be included in the bibliography. Therefore, the student has to list publications like monographs, papers in edited books or volumes, research papers in journals, but also articles from web sites, newspapers and the sources of figures and tables. The references have to be classified in alphabetical order and should follow the Harvard, alternatively APA or MLA, style of referencing. (Please discuss with your supervisor.)

### (9) Statement of certification (See Attachment 4)

### (10) Confidentiality Clause, if applicable (See Attachment 5)

## 3. Selecting a topic

You may choose any topic area for the thesis as long as it is business-related and/or related to your programme of study. It may be a new topic or, alternatively, a topic worked on earlier in the programme which can be further developed. The topic is expected to be relevant to contemporary business and stretching in terms of academic thinking.

It is strongly recommended that you select a topic that is interesting and personally rewarding. You will need to sustain your motivation and enthusiasm throughout many long and difficult phases of the thesis. The start-point for finding a topic may be to try to answer some of the following questions:

- Is there a subject area that, if you were to become more of an expert in it, would enhance your career?
- Did you come across any theory or model during your programme that you found intriguing, challenging or you feel is highly appropriate for or relevant to your own business area?
- Is there an area of business practice that you feel is currently under-researched and there is scope for further investigation?
- Is there a managerial problem or issue relating to your job or organisation that you would find interesting to investigate?

Initially, it is likely that you will be thinking in very broad terms about your topic. You should therefore begin reading about your topic as early as possible in order to gain a good understanding of the broad topic area. However, whilst reading, you should also be thinking about an actual issue, problem or concept upon which the focus can be put. Essentially, the topic must have a conceptual or theoretical basis that underpins the practical problem or issue that should be investigated.

## 4. Literature Review

### What is a literature review?

The starting point for undertaking any research has to be the current body of knowledge that exists about the topic. In some instances this may be very extensive if it is a topic that is well researched and written about. In other cases the topic may be relatively new or under-researched. Even if it is a relatively new topic, there must be an exhaustive review of the topic, perhaps from the perspective of an alternative discipline, or in terms of allied theories or concepts in order to develop an own perspective.

The purpose of the literature review is to review and critically analyse documented evidence and theory relating to the topic and to identify what is, and what is not, known in the area. The aim is to document what other authors have discovered about the subject and related ideas, so that the topic of the thesis can be presented within the context of the existing body of knowledge. The objective is to critically analyse existing thinking and to show linkage to different ideas about the topic.

Initially, the reading should be related to the topic in general, as soon as the area of interest is stipulated. Reading will assist you in focusing on the specific topic and developing your research question(s). Some reading should take place prior to preparing your proposal for your supervisor. You should be able to identify the key articles or papers relevant to the proposed research. The literature review and reading will continue throughout the early stages of the thesis and you should take guidance from your supervisor(s) regarding both the quantity and quality of the references.

### Types of Literature

The type and standard of the literature that is used is very important. The objective is to both review and criticize known knowledge and ideas. To do this, literature of good quality academic standards should be consulted. The majority of the references should be drawn from peer-reviewed academic journals and good quality text books.

However, in addition it may be relevant to consult practitioner based publications in order to provide a counter-point to academic evidence. Whenever non-academic literature is used, the following aspects in terms of the quality of the writing and therefore the basis upon which the thinking or argument within the material can be accepted should be applied:

- What is the source of the material? Who is publishing the article and is it a recognized organization, institution or publishing house within the field?
- Who is (are) the author(s)? Are they recognised in their field? What else have they written?
- How well structured is the article? Does it contain a well-developed argument based upon documented evidence? How much of the ideas within the paper are based on sound theory or mere conjecture?
- Additionally, there might be recent information contained in online sources. Again, the above criteria to judge their integrity and value have to be used.

### Undertaking the literature review

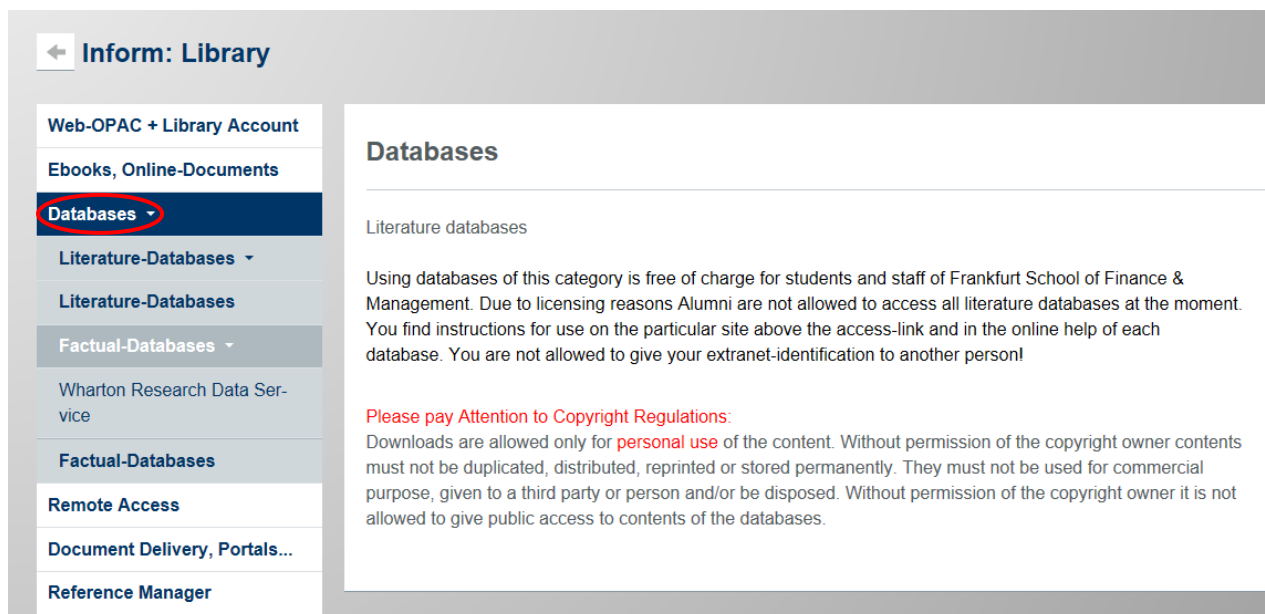
Finding appropriate literature may seem a daunting task at first. It is rarely the case that the topic is so specific, that literature does not exist. The problem is usually limiting the scope of the literature search, rather than not finding enough!

The student should look for access to a good business library, either at Frankfurt School of Finance & Management or elsewhere. It is strongly recommended that the e-library (link on e-campus or [www.fs.de/library](http://www.fs.de/library)) of Frankfurt School is consulted. The online commercial databases of Frankfurt School can provide access to both academic and business practitioner publications. The search should commence with the use of keywords, or if known, the names of key authors in the research field.

Online-databases can be consulted for journal articles. Frankfurt-School of Finance & Management offers several databases, but some of them are in German only. One of the most important databases is **"Business Source Premier"**. In this database students can research abstracts and full texts (most of them in .pdf) in over 3.000 scholarly, mostly English-speaking, journals of different topics such as Marketing, Management, Accounting, Finance, Econometrics, Economics, International Business etc. Moreover, this database contains Market and Industry Reports and Company Portraits (from Datamonitor). This database can be accessed with two different research-interfaces: **"BUSINESS SOURCE PREMIER"** leads to the standard search-interface for researching themes, journal-titles and abstracts/articles; **"ENHANCED BUSINESS SEARCHING INTERFACE"** is more specialized for researching reports and firms. Besides this you have access to the database **"Regional Business News"**: a database with full texts of business news from 75 regional business journals, newspapers and news agencies in USA. Another good choice for journal article research is **Management Xtra**. With Management Xtra access to the full texts of 150 leading journals in Management in English language plus several thousand references of articles contained in further top journals in Management is given. For access click on the Link „Management Xtra“. **Or use ScienceDirect Business School Edition by Elsevier**. ScienceDirect contains full texts of 161 worldwide renowned journals, 61 serial publications, 4 reference works and 32 handbooks, amongst others the standard title "Handbook of International Economics".

**Important: To access databases and eBooks from outside of the Campus Frankfurt please take advantage of "Remote Access" within Online Campus > Library and follow the instructions.**

Find these databases and much more in the Extranet of Frankfurt School of Finance & Management.



**Inform: Library**

- Web-OPAC + Library Account
- Ebooks, Online-Documents
- Databases**
- Literature-Databases ▾
- Literature-Databases
- Factual-Databases ▾
- Wharton Research Data Service
- Factual-Databases
- Remote Access
- Document Delivery, Portals...
- Reference Manager

### Databases

Literature databases

Using databases of this category is free of charge for students and staff of Frankfurt School of Finance & Management. Due to licensing reasons Alumni are not allowed to access all literature databases at the moment. You find instructions for use on the particular site above the access-link and in the online help of each database. You are not allowed to give your extranet-identification to another person!

**Please pay Attention to Copyright Regulations:**

Downloads are allowed only for **personal use** of the content. Without permission of the copyright owner contents must not be duplicated, distributed, reprinted or stored permanently. They must not be used for commercial purpose, given to a third party or person and/or be disposed. Without permission of the copyright owner it is not allowed to give public access to contents of the databases.

**IMPORTANT:** Please pay attention to the following Copyright Regulations relating to information taken from the databases:

Downloads are allowed only for personal use of the content. Without permission of the copyright owner, contents must not be duplicated, distributed, reprinted or stored permanently. They must not be used for commercial purpose, given to a third party or person and/or be disposed. Without permission of the copyright owner it is not allowed to give public access to contents of the databases.

## 5. Developing a “research question”

Whilst conducting the literature review and reading about the topic you will become acquainted with the key literature, leading authors and main concepts within the topic. The next step is to refine the topic into a question which can be researched and answered within the scope of the thesis.

### Example:

Your research topic might be “the impact of new training systems being introduced into an organisation”.

Your specific question within this topic might be “Is there a relationship between employee training and employee commitment?”

It may take a little while to formulate your research question and it may be that you revise your research question many times throughout the process of writing your thesis. It should be constantly considered whilst reading the literature. There might be only one research question, although multiple questions are possible. The aim is to write the research question in one sentence. When developing both the topic and the specific research question the student should think about the feasibility. In particular, it is important to consider:

- Can I access data that will enable me to answer my research question?
- Do I have the skills and interest to pursue this work to completion?
- Does it solve a new problem or build on a pre-existing idea? Is it arguable?
- Is the scope manageable within the time limit and length constraints?

Please keep in mind that you should stay in contact with your supervisors during the whole writing process. Try to update them on your progress and ask them if you are in doubt about something related to your thesis.

## 6. Conducting Research

There are three types of research:

**Exploratory research** is undertaken when there is little existing knowledge or theory about the topic. It involves the exploration of a new or previously under-researched topic. Exploratory research is used to develop a better understanding. The research design is likely to use qualitative methods and it is not intended to test specific research hypotheses.

**Descriptive research** is used to describe or define a phenomenon or situation. Such an approach is usually well structured and aims to measure the characteristics or features of the phenomenon or situation under investigation. The start point for the investigation may be existing theory and hypotheses may be used to identify

the variables to be measured. The research design may involve quantitative methods and the use of descriptive statistics. Alternatively, qualitative methods, such as case study methods or structured interviews, can provide relevant descriptive data.

**Explanatory research** may also be referred to as 'causal research'. It seeks to identify and explain the relationship between two or more variables that influence or affect a phenomenon or situation. The researcher will develop hypotheses to be tested and collect data that supports or refutes the hypotheses. The approach is likely to employ quantitative methods of either experimentation or survey design.

Whilst these three broad categories exist, research design may draw from more than one approach. It is most likely that the work will be aiming to either test theory (a mix of describing and explaining the phenomenon against an existing theory) or to build theory (a mix of exploring and describing a phenomenon).

## 7. Referencing/Citations

Every direct or indirect quoting of a third party's ideas **MUST be referenced**. The style of citation should be discussed with the supervisors. The standard is Harvard; however APA and MLA styles of referencing are also acceptable.

Generally, there are two possibilities for quotations. Either citations are attached directly at the end of a sentence or presented in a footnote. By using footnotes, the reader may focus on the text without being interrupted by citations. Footnotes are therefore the preferred option. If the first option (citation included in the text) is chosen, references are to be put short and the full reference is given in the bibliography. The style of referencing being used (e.g. Harvard, APA or MLA) will determine what information, and order of presentation, will be included in the citation.

There is also a difference between direct and indirect quotes. Direct quotations literally state a third party's idea, whereas indirect quoting refers only to the idea, but it is described in your own words. The reference of indirect quotes is marked by the word "confer", abbreviated "cf." The direct quotes are put in between quotation marks.

EXAMPLE:

Direct quotation:

"What is globalization? It is a combination of internationalization, political and economic liberalization, and a technological revolution." (Woods, 2002:25)

Indirect quotation:

The process of globalization combines internationalization and liberalization as well as a technological revolution. (cf. Woods, 2002:25)

Direct quotations are to be used only if needed, e.g. for definitions or in order to emphasize important facts or statements. It is important to mark any text taken from the literature by quotations, but it is also crucial not to stick too much to the literature. A consistent scheme of quoting throughout the thesis should be used in order to facilitate the reading.

Changing one or two words in a direct quote sentence or paragraph does NOT make it an indirect quote. As a rule of thumb, you can use the following: Whenever more than three words in a row are identical to the original source, you need to treat it as a direct quote (i.e., add quotation marks and page number).

The literature used should not be outdated, i.e. the student should take care that the latest editions of monographs, especially textbooks, are cited.

Again, the style of citation should be discussed with your supervisors.

### 8. Format

Standard formatting requirements when using Microsoft Word:

Font size (text): Times New Roman: 12pt., or Arial: 11 pt.

Font size (footnotes): Times New Roman: 10pt., or Arial: 9 pt.

Line spacing: 1.5 (after a paragraph: 9 pt. at least)

Left margin: 4cm

Right margin: 2cm

No. of pages: Ca. 60 pages, exclusive of the title page, table of contents, other tables, references and/or appendices. The exact scope of each individual thesis has to be defined in accordance with your supervisor. If you wish to deviate from this standard format please confer with your supervisor.

### 9. Submission

How to submit the Master's Thesis:

Upload the electronic version to CLM for plagiarism check. A general plagiarism check of all Master's Theses submitted at Frankfurt School is conducted. Two days before the scheduled deadline of the thesis, the student will be reminded by e-mail to upload the thesis in the online campus. The thesis will only be considered submitted on time, if it is uploaded by the due date. The supervisors will get a report about the results of the plagiarism check.

To meet the deadline for submission, the electronic version must be uploaded to CLM.

Please note the regulation of §9 (7) of the General Course and Examination Regulations:

If a candidate fails to submit a Master's Thesis on time, then for each day past the deadline 1% of the achievable accumulation points will be deducted from the result. This will be rounded up to a whole number.

## 10. Assessment Criteria

Please refer to attachment 6 for an overview of the criteria by which your thesis will be assessed.

Please note that your thesis has to be graded by **two** supervisors. "The final mark is based on the arithmetical mean of the two assessments" [General Course and Examination Regulations: Version June 14, 2017: §8, (10)]



## **Attachments**

**Attachment 1: Example of formatting for cover page:**

Master's Thesis

The official title of your thesis should be written here.

Full Official Name

**Attachment 2: Example of formatting a Title Page:**

**Title of Thesis**

Master's Thesis  
at Frankfurt School of Finance & Management

Supervised by  
First Supervisor's Name  
Second Supervisor's Name

Submitted by  
Your Full Official Name  
Master of Science in Finance 1721 or Master of Science in Management 1721

Matriculation Number  
Address  
Telephone  
Email

City, Month Year

### Attachment 3: Choices of outline formats for Table of Contents:

a) Numerical:

- 1 Scientific Thesis
  - 1.1 Different kinds of thesis
    - 1.1.1 Exam papers
    - 1.1.2 Scientific papers
    - 1.1.3 Scientific monographs
    - 1.1.4 Scientific reports
  - 1.2 Different kinds of research
    - 1.2.1 Literature-focused research
    - 1.2.2 Empirical descriptive research
    - 1.2.3 Theory grounding research
    - 1.2.4 Theory scrutinizing research
    - 1.2.5 Methodology research
- 2 Planning
  - 2.1 Planning of time
  - 2.2 Planning of resources
  - 2.3 Planning of costs

b) Alpha-Numerical:

- A Scientific Thesis
  - I. Different kinds of thesis
    - a) Exam papers
    - b) Scientific papers
    - c) Scientific monographs
    - d) Scientific reports
  - II. Different kinds of research
    - a) Literature-focused research
    - b) Empirical descriptive research
    - c) Theory grounding research
    - d) Theory scrutinizing research
    - e) Methodology research
- B Planning
  - I. Planning of time
  - II. Planning of resources
  - III. Planning of costs

#### **Attachment 4: Statement of Certification \_ joint Master's Thesis**

##### **Statement of Certification \_ joint Master's Thesis**

We hereby confirm that the Group Work presented has been prepared independently according to the agreed work plan, using no other sources, resources and other aids than those mentioned. All parts – literally or by their meaning – taken from published or non-published sources are credited as such. The Group Work in its current or similar form has never been submitted as a graded assignment. Changes to the topic or the work plan have been agreed upon with the first assessor.

---

City, Date

Authors' Signatures

**Attachment 4: Statement of Certification \_ solo Master's Thesis**

**Statement of Certification \_ solo Master's Thesis**

I hereby confirm that this thesis constitutes my own work, produced without aid and support from persons and/or materials other than the ones listed. Quotation marks indicate direct language from another author. Appropriate credit is given where I have used ideas, expressions or text from another public or non-public source.

The paper in this or similar form has never been submitted as an assessed piece of work in or outside of Germany. It also has not yet been published.

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City, Date

Author's Signature

## Attachment 5: Confidentiality Clause

### Confidentiality Clause

This master's thesis contains confidential data of (company xy).

This work may only be made available to the primary and secondary supervisors and authorized members of the board of examiners. Any publication and duplication of this master thesis - even in part - is prohibited.

An inspection of this work by third parties requires the expressed permission of the author and (company xy).

## Attachment 6: Assessment Criteria

### Assessment Criteria – Master's Thesis:

	Not sufficient	Adequate	Outstanding	Points
<b>1. Problem description / Research objectives / Motivation of the research question</b>	<ul style="list-style-type: none"> <li>Objectives poorly defined or confusing</li> <li>Research objectives remain unclear</li> <li>Research question inappropriately motivated</li> </ul>	<ul style="list-style-type: none"> <li>Appropriate objectives</li> <li>Clear formulation (specification) of research objectives</li> <li>Research question properly motivated</li> </ul>	<ul style="list-style-type: none"> <li>Ambitious, clearly stated objectives</li> <li>Precise definition of research objectives</li> <li>Motivation for research question well-founded</li> </ul>	
<b>2. Review of relevant scientific sources</b>	<ul style="list-style-type: none"> <li>Inadequate citation of literature</li> </ul>	<ul style="list-style-type: none"> <li>Summarizes relevant literature</li> <li>Uses appropriate literature sources</li> </ul>	<ul style="list-style-type: none"> <li>Critical analysis and summary of existing literature</li> </ul>	
<b>3. Methodology / Research design and structure / Creativity</b>	<ul style="list-style-type: none"> <li>Inadequate choice of methods</li> <li>Inconsistent research design</li> </ul>	<ul style="list-style-type: none"> <li>Appropriate methodological approach</li> <li>Consistent research design</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensible substantiation of methodology</li> <li>Creativity shapes the well designed research approach</li> </ul>	
<b>4. Analysis /Evaluation / Discussion</b>	<ul style="list-style-type: none"> <li>Poor analysis and inconsistent evaluation of data or cases</li> <li>No original discussion of findings</li> </ul>	<ul style="list-style-type: none"> <li>Well documented analysis of data or cases</li> <li>Evaluation of research results and discussion of findings</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive analysis of the data or cases</li> <li>Focused evaluation of relevant findings</li> <li>Insightful discussion of results and consequences</li> </ul>	
<b>5. Transfer / Conclusions and recommendations / Limitations</b>	<ul style="list-style-type: none"> <li>Limited and poor conclusions</li> <li>Trivial recommendations</li> <li>No discussion of limitations</li> </ul>	<ul style="list-style-type: none"> <li>Well articulated conclusions</li> <li>Recommendations consistently drawn from analysis</li> <li>Some discussion of limitations</li> </ul>	<ul style="list-style-type: none"> <li>Conclusions derive from analysis and literature</li> <li>Originality in the formulation of recommendations</li> <li>Comprehensive analysis of limitations and possible ways of overcoming them</li> </ul>	
<b>6. Form / Style</b>	<ul style="list-style-type: none"> <li>Poor presentation with mistakes</li> <li>Bad writing style and structure</li> <li>Gaps in referencing and bibliography</li> </ul>	<ul style="list-style-type: none"> <li>Good writing style and structure</li> <li>Appropriate and consistent referencing</li> </ul>	<ul style="list-style-type: none"> <li>Clear structure throughout the thesis and rich writing style</li> <li>Excellent presentation, accurate referencing and bibliography</li> </ul>	
<b>7. Overall quality</b>	<ul style="list-style-type: none"> <li>Purely descriptive, uncritical, no effective use of research methods, research questions not addressed</li> </ul>	<ul style="list-style-type: none"> <li>Focused on an appropriate research approach, leads to critical discussions of the subject and traceable conclusions, research questions addressed</li> </ul>	<ul style="list-style-type: none"> <li>Effective application of research methods; thesis provides independent analysis that demonstrates creativity, originality and deep insight in the subject/topic, all research questions fully addressed</li> </ul>	
				<b>Sum (/360)</b>