MSc,
Master of science

KEDGE
BUSINESS SCHOOL

EFMD EQUIS ACCREDITED | AACSB ACCREDITED | ASSOCIATION AMBA ACCREDITED

International Business

LET'S
BE
THE
CHANGE

<table>
<tr><td>

Kedge Business School

MSc in International Business - MACI

Practical Guide to the Thesis (MSc), 2024-2025

</td></tr>
</table>

Contact: Florine Livat, PhD – florine.livat@kedgebs.com

This short synthesis of the practical guide to the MIB-thesis is intended to provide a short presentation of the thesis and of what is expected from you, the key steps and deadlines, as well as a list of potential supervisors.[1]

The master's thesis

A thesis (or dissertation, or *memoire*) is a 'formal' written document associated to an oral defense. There are 'rules' that govern the way in which it is presented: It must have chapters that provide an introduction, a literature review, a justification of the data selected for analysis and research methodology, an analysis of the data as well as an interpretation of the results and, finally, conclusions and recommendations. The most successful dissertations are usually those that are specific and narrowly focused.

Research is an essential component of graduate education. The thesis is often seen as the culmination of graduate work. The supervisor interacting with a Master's student creates a significant professional experience. That interaction shapes the degree work and resulting thesis. One of the most important aspects of graduate work is communication between the supervisor and the student. Methods, circumstances, and personalities vary and can make sufficient communication challenging, what enables to gain soft skills. Ultimately, it is the student's responsibility for making adequate progress toward completion of his or her thesis and for producing high quality work.

A Master's Thesis provides opportunities for students to plan, complete, interpret, and report research. The purpose of a thesis is the documentation of a student's scholarly activity completed at KEDGE Business School in a formal structure. The completion of a Master's Thesis constitutes 20 ECTS.

The aims of the dissertation are to:

- put into practice theories and concepts learned on the courses;
- provide an opportunity to study a particular topic in depth;
- show evidence of independent investigation;
- combine relevant theories or literature;
- enable interaction with practitioners (where appropriate to the chosen topic);

---

[1] This document inspired by what is done in other renown universities and business schools, to ensure that KEDGE master's thesis are in line with international standards.

- show evidence of ability to plan and manage a project within deadlines.

The thesis needs to demonstrate knowledge and understanding beyond undergraduate level and should also reach a level of scope and depth beyond that taught in class. All thesis must be presented in an appropriate academic style and format to ensure that the precise aims of the dissertation are met. It is important that the aims and objectives of the thesis are clearly expressed and are achievable within the scope of the thesis framework. Academic style does not only refer to the clarity of expression, grammar, use of citation and referencing but relates to a clearly structured approach, to the justification and validation of facts, theories and opinions presented to form a precise argument.

The thesis main characteristics are as follow:

20 ECTS – 70 pages on average	
a) Research question + answer	Yes
b) Literature review	Yes: 10 academic articles minimum + other sources (mostly used in the introduction)
c) Empirical analysis / field of study	Yes: several kinds are feasible, you discuss the different possibilities with your supervisor
d) Oral defense	Yes, mandatory to prepare an oral presentation
e) Other resources	Online resources on the LEARN platform / Supervisor / Kedge library website + academic databases

Key steps and deadlines

KEDGE Business School uses a dedicated platform to manage the master's thesis:

https://memoires.kedgebs.com/Login.aspx

Students have to upload a series of documents on the platform along the process. Use your Kedge id and password to log in. You can choose the language. You will have to achieve the following steps:

KEY MILESTONES

1/ November 25, 2024 : 1 student + 1 topic + 1 supervisor

2/ January 20, 2025 : upload your research proposal on the platform

3/ April 14, 2025 : upload your literature review in progress on the platform

4/ January 26, 2026 : upload your final written research thesis on the platform

Important: note that your oral defense must take place **on February 27th, 2026 at the latest.**

Please note that plagiarism is forbidden and that a check is ran automatically when a file is uploaded on the platform.

Potential supervisors for the MSc. International Business

Professors (* resident faculty)	Field
Yahia ZOUBIR* & Laurent ESTACHY*	International environment & Geopolitics
Dino BOZONELOS & Dimitri TSAGDIS*	
Emilien NIZON & Yannick LE GENISSEL	International Marketing
Valérie BARBAT*& Stéphanie PETZOLD*	
Anne NORHEIM* & Ni GAO*	Corporate Strategy
Valérie BARBAT* & Armand BAJARD*	
Mehdi AMIRI-AREF* & Diego RUIZ-HERNANDEZ*	Operations and Supply Chain MGT
Tatiana MIRON	Import/Export Administration
Edward RYALL & Neva BOJOVIC*	Entrepreneurship, New Business Models, Innovation
Christophe GARONNE*	

Sajjad M. JASIMUDDIN*	International Business, International Management, Geopolitics & Luxury marketing
Kieran KNIPE	Corporate Finance
Kambiz ZARE*	International relations and management
Stéphane OUVRARD*	Global Business Plan Corporate Finance
Corinne BELLONE-ROUX	International Business Law
Cuiling JIANG* & Ni GAO*	International Management & Intercultural Management
Jean-Charles CROUIN Yannick Le GENISSEL	Luxury marketing
Florine LIVAT*, Hervé REMAUD*, Thierry LOREY*	Wine & food industry

ARTFICIAL INTELLIGENCE

The student bears individual and exclusive responsibility for the content included in their thesis. In this context, any plagiarism or inclusion of incorrect information recognized as academic fraud will result in sanctions. Since the anti-plagiarism software may have imperfections, the thesis supervisor may, if deemed necessary and in consultation with the Thesis Lab and the director of the concerned program, refer the case to the disciplinary board. Every thesis must be the result of the student's personal work, and it is strictly prohibited to delegate any part of its writing to a third party (whether human or not).

The Compilatio tool measures anti-plagiarism through the similarity rate. As an indication, these are the applied rules (1st and 2nd categories):

Category 1: 10% to 20% = The supervisor will determine whether the work needs to be revised to meet expectations, explicitly considering the given deadlines and the stages of work with the tutor. The supervisor may also decide that, given the nature of the plagiarism, and despite a lower rate, the student may be subject to the disciplinary board.

Category 2: From 20% onwards, automatically (after the tutor's analysis), the student risks = 0/20 + diploma postponement + a possible summons to the disciplinary board, which may result in:

1. A formal reprimand recorded in the student's academic file, excluding any leniency regarding graduation;

2. Temporary suspension from the program for one or two semesters;

3. Permanent expulsion from the program.

Compilatio also indicates the proportion of text that may have been generated by AI. Here are some best practices:

Category 1: AI up to 10%: Tolerated, although the supervisor must analyze the nature of the percentage. Generally acceptable if it includes the use of AI tools for simple tasks like grammar correction, synonym suggestions, or generating titles and subtitles.

Category 2: AI from 10% to 30%: Likely to require further examination. At this level, AI could be used to structure ideas or suggest references, but the majority of the work must remain original and be done by the student. If AI begins to have a significant influence on the content of the work, meaning the originality and personal contribution of the student may be questioned, it is up to the supervisor to decide whether to give the student an opportunity to correct and reduce the AI influence to acceptable levels or to recommend, based on qualitative elements, a referral to the disciplinary board.

Category 3: AI over 30%: Considered fraud. When AI generates substantial portions of the text, where the source is not cited, including analyses or conclusions rather than simply aiding in formulation, the work no longer reflects the student's intellectual effort. The student is subject to disciplinary sanctions and diploma postponement.

Note: Proven plagiarism within a partner institution may result in the application of these sanctions as stipulated in the regulations of Kedge Business School, notwithstanding the partner's decision.