



# „Bachelor Thesis“ – Proposal

## Bachelor Degree Program Digital Business & AI

### Introduction

A proposal is a concrete plan describing what, how, and with what means will be written. A proposal provides detailed information about the background, the problem, the objective, and the means (theoretical and methodological) used to achieve it. Locke, Spirduso and Silverman<sup>1</sup> distinguish three essential functions of a proposal:

- A proposal provides the supervisor with information about the goals ("Doing the Right Thing") and means ("Doing the Thing Right") that the student intends to use to achieve them.
- A proposal is a plan describing how the work will be organized. A piece of work can only be as good as its basic design allows. Late sparks of inspiration cannot usually save what has been overlooked in the planning phase.
- A proposal provides a framework for the student to work on.

### Benefits for the BT

A proposal should:

- increase the quality of the BT
- standardize the requirements (e.g., theory and empirical part obligatory)
- enable students to use their time efficiently
- give students confidence that they are on the right track.

### Criteria

A good proposal should meet the following criteria:

- There is a connection ("red line") between the background, objectives/questions, theory, method, and expected results.
- The objectives and expected results seem realistic. The emergence of the results is evident from the application of the theoretical concepts and the method.
- Introduction: The background, objectives/questions, and the relevance are clear, understandable, and delimited
- Theoretical concept and method: The selection of the theoretical concept and the method is justified and appropriate to meet the objectives/answer the questions.
- Structure: The thesis's structure and composition are comprehensible and aligned with the method.
- The student is ready for the next step of the work, namely, to design and implement a theory-based method (e.g., survey questionnaire or interview guideline) in which the reference to theory and the research question is evident.

### Formal requirements

- Length approx. 8 pages text
- Font: Arial 11, line spacing: 1.5

### Preparing the proposal

You can find the proposal template on Moodle. Please fill in all the required information and use the template to prepare your proposal, then create a final PDF. The questions included in the structure are only meant as guidance and can be deleted when you finalize your proposal.

For successful submission, email your proposal to both supervisors and upload it as a PDF file on Moodle. Please follow the file naming convention: <last-name>-<first-name>\_BT-Proposal.pdf

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<sup>1</sup> Locke, Lawrence F.; Spirduso, Waneen Wyrick; Silverman, Stefan J., 2018: Proposals That Works. A Guide for Planning Dissertations and Grant Proposals, 6 Edition, London 2016 ([Link](#)).