



## Exposé for speculative thesis applications

### When is an exposé required?

If students wish to apply **on their own initiative for a thesis topic not announced by our chair Marketing and Human Resource Management, we ask them to send us an exposé** in addition to their curriculum vitae and a current performance review. Based on this exposé, the chair can assess whether a supervision is possible.

Thesis topics announced by our chair can be found on our [website](#). For thesis topics announced by our chair no exposé is required!

### Requirements for the Exposé at our chair

#### Content

- Topic (*What is the topic?*)
- Motivation and relevance of the topic (*Why is the topic interesting from a practical and scientific point of view?*)
- Method (*What method should the thesis be based on (e.g., literature review, survey, interviews)?*)
- Goals of the thesis (*What is the goal of the work (e.g., what (research) questions do you want to examine?*)
- Contribution to theory and practice (*What is the added value of the thesis for theory / practice?*)
- Literature (*What exemplary sources would you like to use?*)
- (Table of content can be added)
- Desired starting time

#### Format/Style

- Length: 2-3 pages
- Formatting according to the formal guidelines on our homepage
- Correct and consistent citation style

Upon receipt of all documentation, the chair will consider possible supervision.

The concrete arrangements (e.g., thematic, organizational) are made when the students receive a commitment for supervision.