



Marketing
— Personal

Important information for Bachelor/Master theses and Studienarbeiten

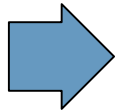
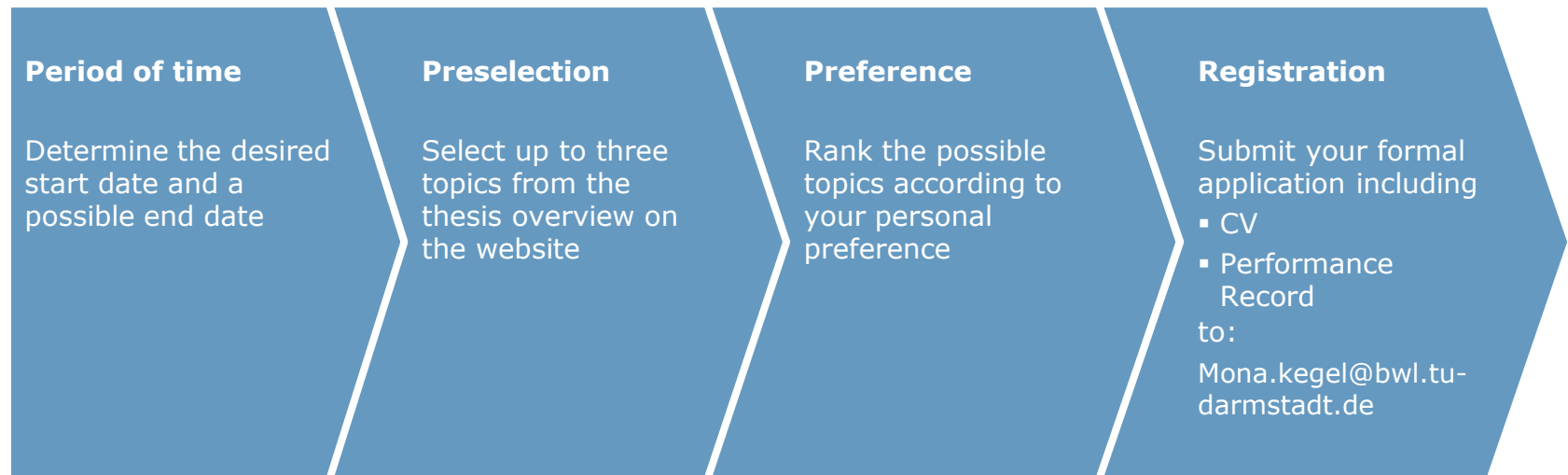
From March 2023

Overview

1. How do I register for a thesis?
2. What types of written thesis are there?
3. What has to be handed in?



How do I register for a thesis?



Contact us early and plan a lead time of approx. 2-3 months.

What types of research papers are there?

Research

Practice

"State of the Field" Thesis

- Work on a systematic and comprehensive review of challenging national and international literature

Scientific Research Projects

- Independent working on a scientific research project
- Development of a conceptual frame of reference with possible subsequent empirical analysis

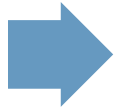
Practice-oriented Thesis

- Clarification of special practice-related or company-related questions
- Carried out in cooperation with a company

What has to be handed in?

Master thesis/„Studienarbeiten“: 60-80 pages

Bachelor thesis: 50-60 pages



The theses (and, if applicable, relevant appendices, such as data sets, evaluation scripts or transcripts) must be submitted **digitally** via email to the supervisor. Bound copies are not required. Master's and Bachelor's theses must also be uploaded to Tubama.



**We wish you good luck and
success in writing your thesis!**