



Marketing
— Personal

Important information for Bachelor/Master theses and Studienarbeiten

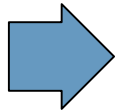
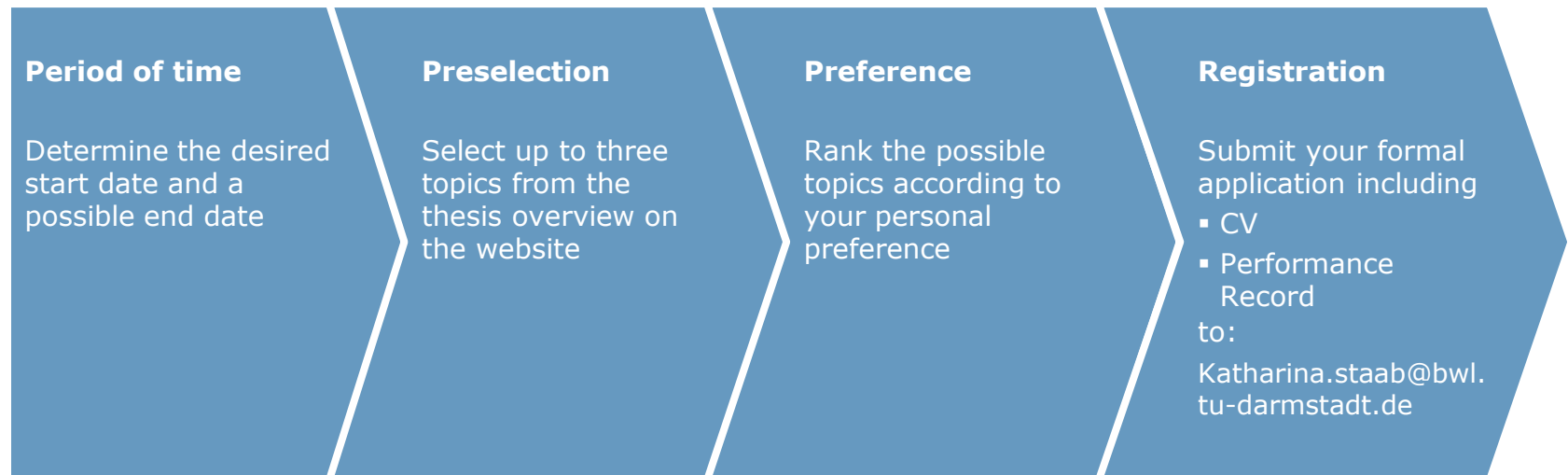
From April 2022

Overview

1. How do I register for a thesis?
2. What types of written thesis are there?
3. Which elements are part of the final grade?



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

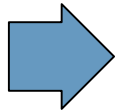
Practice-oriented Thesis

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

Which elements are part of the examination?

Bachelor thesis, Master thesis and Studienarbeiten:

- Written thesis
Master thesis & Studienarbeit: 60-80 pages
Bachelor thesis: 50-60 pages
Send bound copies in duplicate with data carrier to the department; Master's and Bachelor's theses must also be uploaded to Tubama in due time
 80 % of the grade
(Students of FB1)
- A 20-minute presentation of the central results of the paper
about 10 slides (not binding recommendation)
 20 % of the grade
(Students of FB1)



In preparation for your own presentation, prior participation in two presentation sessions is mandatory. You will find the dates for these on our homepage.



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