

Guideline for Master Theses at the Chair of Strategic Management, Innovation and Entrepreneurship

For students who would like to write their Master's thesis at our chair, we advertise topics on our homepage (*Studium > Abschlussarbeiten > Themen für Abschlussarbeiten*). If the number of applications exceeds our capacities, we select interested students based on the following documents:

- Letter of motivation (1 page) - either related to one or more topics
- Short curriculum vitae incl. high school diploma grade and bachelor grade (1-2 pages)
- Current HISQIS record

You send these documents together with the application form (download at our homepage *Studium > Abschlussarbeiten > Masterarbeiten*) as one **pdf document** to the supervisor of the respective topic.

Under certain circumstances, it is also possible to work on different topics than those suggested on our homepage.

You can apply for a Master's thesis at the chair, provided you are enrolled in the **M.Sc. BA or M.A. ICBS**. You find the **formal requirements** for writing a Master's thesis in the respective examination regulations.

Additionally we recommend:

1. The participation in our master seminar "Theory and Methods in Strategy, Leadership, and Innovation Research
2. Attending seminars on scientific / empirical methods
3. The attendance of courses in the module International Management and Marketing, and our chair's courses.

Process for writing Master thesis at the chair (indicated duration of weeks is approximative)

- **Preparation (week 1 - 6)**
 - You apply as described above to the respective **supervisor of** your desired topic. We will let you know whether we can offer you your desired topic or, if applicable, another topic.
 - As soon as you have received your topic, start writing the **Exposé**. In the exposé, you formulate the initial situation, the problem and the objective of your Master's thesis, as well as a preliminary outline and

schedule. Your supervisor will provide you with further information on details of the Exposé, literature and dates. Please send the Exposé as **one pdf-document** by e-mail to your supervisor.

- After you have received feedback on your exposé, you register the work by yourself with the examination office. You will find the registration form on the website of the examination office. The registration form, which must be signed by our chair, can be signed by a member of the chair in the secretary's office (HK 14b, 204) from Monday to Thursday between 9 and 12 o'clock. Please also sign the form on copyright, which you will receive at the chair.
- **Writing (week 7 - 22)**
 - The examination office will send you the official start date and the **submission date** via mail.
 - Please arrange meetings with your supervisor as needed.
- **Submission and Evaluation (week 23 - 30)**
 - Now you hand in your Master's thesis in two bound copies (ring or adhesive binding with transparent cover, **no hardcover**) and in standardised electronic form (as pdf or Word file on CD) to the Examination Office in due time. The CD should also contain the **literature table**, all **sources** and **data** used, any **calculations** made and other material. According to the respective examination regulations, the Master's thesis should not exceed 50 pages (for M.Sc. BA) or 40 pages (for M.A. ICBS). Please discuss the respective length of your thesis with your supervisor in advance.
 - Your thesis will now be evaluated. Evaluation and grading will be finished within 2 months.

AMJ style guide as general reference

In general, our chair, and your Master thesis follow the guidelines of the **style guide of the Academy of Management Journals** (short: AMJ). The style guide is available at the following URL: <http://aom.org/publications/amj/styleguide/>

You follow the AMJ style guide, with the following exceptions: **Indirect quotation, formatting, outline, cover page, and a short declaration** that you wrote the Master thesis on your own ("Selbstständigkeitserklärung").

You will find more information on these aspects below and in the **Word template** you can use for your Master thesis (download at <https://www.wiwi.uni-passau.de/strategie-innovation/studium/abschlussarbeiten/>).

- **Indirect quotation**

For both direct quotation and indirect quotation, you should indicate the relevant page(s) from the source.

- **Typical structure for an empirical thesis**

Cover page
Abstract
Table of contents
Introduction
Theory and Hypotheses
Methods

- Data and sample
 - Variables
 - Independent variables
 - Dependent variables
 - Estimation Technique

Results
Discussion

- Theoretical and Practical Implications
- Limitations
- Recommendations for Further Research

Bibliography
Appendix
Selbstständigkeitserklärung

- **Typical structure for a literature review**

Cover page
Abstract
Table of contents
Introduction
Methodology (*description of the literature review procedure*)
Results of the literature review (*usually divided into several chapters, depending on the topic and the state of research*)
Discussion

- Theoretical and Practical Implications
- Limitations
- Recommendations for Further Research

Bibliography
Appendix
Selbstständigkeitserklärung