

Chair of Business Administration with a focus on Marketing and Innovation

Prof. Dr. Jan H. Schumann

Application for a Bachelor Thesis Year/Round _____

Personal Details	
Family Name	
First Name	
University E-Mail Address	
ZIM ID	
Phone Number	
Information on previous cours	e of study and Abitur
Student Number	
Study Program	
Semester	
Previous ECTS	
Previous grade point average	
Abitur grade and country	
Topic Preference (Please rank	ALL topics)
Priority 1	
Priority 2	
Priority 3	
Priority 4	
Priority 5	
Priority 6	
Priority 7	
Priority 8	
Priority 9	
Priority 10	
Priority 11	
Priority 12	
Priority 13	
Priority 14	
Priority 15	
Unwanted Topic	
Your own topic	
(With a one-page synopsis)	

Individual Course Grades

Math for WiWi	
Statistics for WiWi	
Marketing	
International Marketing	
Internationales Management	
Strategic Management	
Marketing Research	
Business Simulation	
Empirical Methods MPI	
Seminar Marketing	
Change Management	
Technology and Innovation Management	
Online-Marketing	
Global Digital Marketing	
Recognized Examination Achievement from a Foreign University (10 ECTS)	
Recognized Examination Achievement from a Foreign University (6 ECTS)	
Recognized Examination Achievement from a Foreign University (5 ECTS)	

Attachments

Please attach the following documents:

- □ Letter of Motivation
- □ Short CV (One-page)
- □ Current HISQIS Transcript
- □ High School Diploma

Please note that we cannot consider applications without all required attachments.