

# THESIS HANDBOOK

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## 1. WHAT IS A THESIS?

The thesis provides students with the opportunity “to demonstrate some originality in identifying a topic or a line of argument and to follow up their insight with a more systematic piece of research work” (Dunleavy, 1986, p. 110). This Thesis Handbook represents a detailed guide to writing your thesis at IU.

A thesis is an academic research paper which incorporates theory and application in equal measure. It includes the academic research of a topic that is relevant to a corresponding academic field. The thesis should demonstrate that you can independently work on a topic from your subject area, both in its subject-specific details and in the interdisciplinary contexts, using scientific methods within a given period of time. Students must also demonstrate that they are able to present and defend their work in front of a committee.

A thesis can only be completed successfully if: (1) you are really interested in the topic, (2) you are willing to become an expert in the field and (3) you are one hundred percent committed to your research project.

The thesis may be written in English in purely German-language degree programmes. In English-language degree programmes, the thesis must be written in English.

## 2. STEPS FOR THE COMPLETION OF YOUR THESIS

### 2.1 PREPARATION OF THE THESIS

To be able to register your thesis, you must have independently found a topic that is linked to your degree programme curriculum and a supervisor. The supervisor must approve your topic and agree to the methodology and structure. To do this, you send a meaningful exposé to a supervisor of your choice (myCampus course DLITIG, supervisor board). As soon as you have received approval from the supervisor, a Supervision-PRE-Agreement can be concluded, and you may begin with the preparatory work for your thesis. This includes: Literature research, data collection, expert interviews, surveys, or studies. Please note that the collection of data may only take place before the start of the processing time. Analysis and evaluation must take place during the processing time.

## 2.2 WRITING AN EXPOSÉ

The exposé should be a brief description of your topic. It is generally two to three pages long. It should include: (1) the title of the thesis (2) a justification of why the topic is suitable for an academic paper (3) the objective of the paper and (4) the planned research methodology (e.g. case study, questionnaire-based study). This presentation is not only very useful for you, but also simplifies your search for a suitable supervisor. A specimen exposé can be found in Appendix A.

## 2.3 FINDING A SUPERVISOR

Send your exposé to a supervisor of your choice from the official list of supervisors (Supervisor Board Course "DLITIG"). Here you will find the profiles of all tutors and their respective subject areas along with their e-mail addresses so you can contact them directly. Contact a supervisor with the listed competencies which best suit your topic and send your exposé along with the request for supervision by email. Please ensure that you write to only one supervisor at any one time and wait for their response to your enquiry (within 48 hours on working days). If a supervisor accepts your topic, then register as described in 2.6.

For this purpose, the start date of your work time is recorded with the supervisor in the document "Supervision Agreement" next to the topic and the supervision agreement is entered into with the signature of both parties.

If none of the people you have approached will take on the supervision process, please contact IU by e-mail along with your exposé.

## 2.4 SUPERVISION PROCESS

The supervisor's task is to give you feedback on the table of contents and to answer questions that may arise during the writing of the thesis. Keep in mind that the thesis will be conducted by distance learning. This requires a high degree of self-organisation and professionalism, the basic written preparation of all telephone appointments and the prior sending of all materials by e-mail. Supervision takes place, as in modern professional life, through virtual teamwork by e-mail and telephone or via Microsoft's Teams communication tool.

## 2.5 WHO IS ENTITLED TO REGISTER?

Two prerequisites must be met for admission to the thesis:

1. The student is enrolled at IU
2. The following requirements must also be fulfilled to enrol for the thesis:
  - Bachelor's degree programs: min. 120 CP passed
  - Exception: B.A. 180 Business Administration (old: Start of study up to including summer semester 2014 ): Subject semesters 1-4 must be passed.
  - Master's degree programs 60 CP: min. 25 CP passed
  - Master's degree programs 120 CP: min. 75 CP passed
  - MBA 60 CP: min. 30 CP passed
  - MBA 90 CP: min. 50 CP passed
  - MBA Clinical Research Management: min. 50 CP passed

## 2.6 REGISTRATION

Registration for the thesis is carried out exclusively through the application administration function on myCampus. You can find the necessary forms in myCampus in the course "DLITIG" (Information on the Final Thesis - General) under "Forms for the Registration of the Final Thesis". The **application** must be uploaded using the following completed forms in the **Application Management** section on in **myCampus**:

- 1) Declaration made by the supervisor who has agreed to supervise the thesis (Thesis Supervision Agreement).
- 2) The form "Copyright Restrictions" must be submitted.
  - A) If point 5 has been ticked, the Confidentiality Agreement is required to be submitted as well.
  - B) If point 6 has been ticked, the Agreement on the rights and use of exploitation is required to be submitted as well.
- 3) All information on appointing a second examiner from outside the university can be found under point 9.

The admission of the thesis is considered legally valid at the time of the confirmation of registration by the Exams Office. The confirmation is sent by email to your IU email address and contains the deadline for submission as well as all relevant information for submission.

### 3. FORMATTING REQUIREMENTS

#### 3.1 MINIMUM NUMBER OF PAGES

The number of pages of the main section of the thesis depends on the degree programme. Students can shorten or lengthen this by 10%. All theses that do not meet this requirement will be evaluated less favourably.

- Bachelor's degree programmes: 40 DIN A4 pages
- Master's degree programmes 60 CP: 60 DIN A4 pages
- Master's degree programmes 120 CP: 80 DIN A4 pages
- MBA 60 CP: 40 DIN A4 pages
- MBA 90 CP: 60 DIN A4 pages
- MBA Clinical Research Management: 50 DIN A4 pages

The first page included in the specified number of pages is the "Introduction". The table of contents, dedication, acknowledgement, and list of tables and abbreviations as well as the abstract, references and appendices are not included in the specified number of pages. The information on how to number these pages can be found in section 3.1.2

#### 3.2 PAGE NUMBERING

The introduction should be the first page with Arabic numbering, beginning with "1". Only the individual chapters in the text of the paper are numbered consecutively; the other components of the paper, such as the list of diagrams or bibliography, are given without numbering. The main body of the thesis is numbered with Arabic numerals (1, 2, 3, etc.), and these page numbers are continued until the end. The ideal position of the page numbers is centred at the bottom of the page. According to APA standards, the header should contain the title of the thesis or, if it is too long, an abbreviated version (American Psychological Association, 2007, p.288).

## 4. LAYOUT OF THE THESIS

### 4.1 STRUCTURE

To maintain consistency across all these submitted, the following structure should be adhered to:

- Front page
- Lock flag (optional)
- Dedication (optional)
- Acknowledgement (optional)
- Abstract
- Table of contents
- List of figures/tables (if required)
- List of abbreviations (if required)
- Main body of the thesis
- References
- Appendix
- Glossary (optional)
- Anti-Plagiarism Pledge

In rare cases, your supervisor may request that you use a different structure. Please consult him/her regarding your structure.

### 4.2 TITLE PAGE (COVER)

The title page is the first page seen by the reader. Except for the information listed below, nothing else should be on the front page. The following information should be included:

- The complete name of the higher education institution (no abbreviations, logo can be used)
- The name of the degree programme (no abbreviations)
- The title of the thesis
- Your name
- Your student number
- Your address
- The name of your supervisor
- The submission date

See Appendix B for an example of the title page.

### **4.3 LOCK FLAG (OPTIONAL)**

If the work contains a lock flag, it can be noted again on a page after the title page. You can use the following text here:

“The thesis presented is based on internal, confidential data and information from the company XY. This work may not be inspected by third parties, apart from the supervisors, authorised members of the Exams Office and the Examination Board, without the explicit approval of the company and the author. Reproduction and publication of the thesis—even in parts—without express permission is not permitted.”

### **4.4 ACKNOWLEDGEMENT (OPTIONAL)**

The acknowledgement page is intended for you to thank those who have helped and/or supported you while working on your thesis. There is no requirement for you to include an acknowledgement in your final thesis. However, if you do choose to include one, the following notes should be observed. Remember that the thesis will be published and made publicly available for a long period of time. For this reason, make sure you carefully consider who you thank. Traditionally, students thank their parents, their supervisor(s), data sources (e.g., participants, people interviewed), and those who assisted with editing. The thesis is a culmination of the hard work you have done during your study programme, and for this reason the acknowledgement page should not be a long list of all your friends. Except in rare cases, the acknowledgement should not exceed a single page.

### **4.5 ABSTRACT**

The abstract consists of a paragraph summarizing the main objectives, results, and conclusions of the thesis. It should contain about 200 words and be no longer than a single page.

We also recommend that keywords are written under the abstract. Keywords are three to seven words that allow the reader to quickly identify the topic of the thesis.



## 4.6 TABLE OF CONTENTS

The table of contents should list each chapter and sub-section with corresponding page numbers. All sub-sections must have at least two subdivisions.

### Incorrect

---

- 1. Introduction
- 1.1 Structure of a distance learning course
- 2. Literature review

### Correct

---

- 1. Introduction
  - 1.1 Aim of the thesis
  - 1.2 Thesis objectives
  - 1.3 Structure of the thesis
- 2. Literature review
  - 2.1 Definition of distance learning
  - 2.2 Forms of distance learning
  - 2.3 General rules of distance learning

The level of detail required for the table of contents should be discussed with your supervisor. However, it is generally recommended to include no more than two levels of chapter sub-sections. Too many levels, e.g., 1.1.1.1.1, should be avoided. The chapters and sub-sections must match the title and numbering of the text.

## 4.7 LIST OF FIGURES/TABLES, TABLE OF ABBREVIATIONS, GLOSSARY

The list of figures, list of tables, list of abbreviations, and the glossary help the reader to locate relevant additional information.. Traditionally, the list of tables and figures as well as the list of abbreviations are included at the front of the thesis and the glossary after the appendices. For information on the numbering of these pages, see section 3.1.2.

## 4.8 MAIN BODY OF THE THESIS

The following section explains the main part of the thesis with the recommended points in more detail. The main part should contain the following topics, if not otherwise agreed with the supervisor: - Introduction (normally referred to as Chapter 1)

- Literature review (usually referred to as Chapter 2)
- Research methodology (usually referred to as Chapter 3)
- Research findings (usually referred to as Chapter 4)
- Conclusion (normally referred to as Chapter 5)
- Recommendations/ Limitations (can be a separate chapter, but can also be included in Chapter 5)

The **introduction** should include a clear description of the purpose, aims and objectives of the thesis, which are expressed by means of research objectives and research questions. In addition, an overview of the overall structure of the thesis should be presented.

The **theoretical foundation** should in turn reflect a critical examination of literature relevant to the topic. Relevant literature includes relevant textbooks, reference books and articles from academic journals. The students can decide for themselves how they would like to structure the literature analysis.

The thesis must include a chapter explaining the applied **research methods** (empirical research with qualitative or quantitative methods, literature and review work or method mix). For this purpose, the survey and analysis methodology are to be justified and explained. For this purpose, relevant literature should also be referenced, which contains detailed descriptions of the various possibilities. A critique of the methods also belongs in this chapter:

The **research results** should be presented in an individual chapter. It is advisable to use tables and visualisations here. The results are only presented here. At this point, no interpretation takes place.

This is followed by the **interpretation** of the results. Here it is important that they are linked to the relevant literature mentioned in the theoretical foundation as well as to any empirical results of one's own. Furthermore, **recommendations for action** for the object of study are usually formulated in this chapter, which can be derived from the research process.

A **conclusion** (with an outlook) concludes the paper. Here, recommendations for further research and limitations that have arisen during the research process can be considered.

### **Abbreviations**

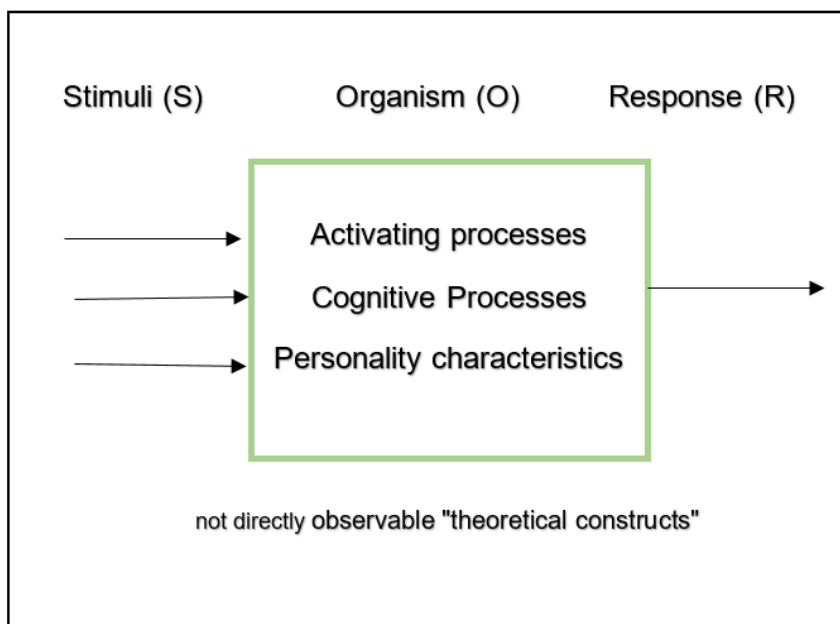
The (sparing) use of abbreviations is permitted, provided they are generally common abbreviations (see Dictionary) such as "etc. In addition, the abbreviations commonly used in the field of economics (e.g. for economic journals: DBW, ZfbF) can be used. Abbreviations used for convenience are not permitted. The abbreviations used are to be listed alphabetically in the list of abbreviations. Common abbreviations (e.g. or etc.) are not to be included in the list of abbreviations.

## Figures

Figures must be marked accordingly and numbered consecutively throughout the entire paper. Figures must bear the name of their contents as a headliner (font size 11). At the beginning, the word “figure” is written out with the respective number and the title of the figure. The source (font size 10) is given below. If the original image was changed, this is emphasized by “Adapted from:”. Use of screenshots is not recommended; rather, images should be recreated independently. Consult your supervisor if you want to use screenshots.

Results from own empirical research are marked as “own results”.

Figure 1. SOR-Modell



**Source: Adapted from: Kroeber-Riehl and Weinberg, 2003, p. 30.**

## Tables

Tables can be inserted into the main text if they complement it in a concise and clear manner<sup>1</sup>. More extensive material belongs in the appendix. At the head of each table (heading, font size 11) is the word "Tab." with the respective number and the title of the table. Tables are to be numbered consecutively throughout the work. Tables must always be completely framed. References should be given under the table (font size 10) preceded by the word "source" or "sources". If the original table was changed, this is noted by "adapted from:". Self-produced tables are marked "self-illustration" in the source reference. Use of screenshots is not recommended, tables should be recreated independently.

Results of own empirical research are marked as "own results".

**Table 1. Benefit-oriented market segmentation for railway customers**

Benefit criterion	Travel-time		
	minimiser	Price-sensitive	Comfort-oriented
Service	2,9 %	5,0 %	45,1 %
Facilities	4,6 %	8,6 %	25,0 %
Price	23,7 %	60,7 %	4,8 %
Travel period	64,2 %	17,1 %	9,5 %
Social benefits	4,6 %	8,6 %	15,6%

**Source: Adapted from: Perrey, 1998, p. 137.**

## 4.9 APPENDICES

The appendices serve to present information that is too detailed for the main body of the thesis but important for understanding the thesis content. This may be the original copy of a survey, large tables, or scanned materials and transcripts of detailed interviews. It is up to you and your supervisor to decide whether an interview must be transcribed and included as an appendix. Generally, questionnaires, transcripts, and other information can be attached in the original language, unless the supervisor requests otherwise.

Each appendix must be designated as an "Appendix" with a corresponding identifier. For example: Appendix A, Appendix B, etc. The pages in the appendix section should be numbered but are not counted in the page limit. Each appendix should be referred to in the body of the thesis.

## 4.10 DECLARATION OF AUTHENTICITY

The Declaration of Authenticity must be included in the thesis. It should be placed at the end of the entire thesis, after the appendices. How this should look can be seen in Appendix D.

The declaration must be inserted as an image file into the Word file of the thesis and must already have been signed before insertion. A handwritten as well as a digitally certified signature is permitted here.

If the document is not included in the thesis, the thesis cannot be evaluated. The declaration can be submitted to the Exams Office retrospectively by e-mail within 7 working days, if not the thesis will be graded as "not passed".

## 5. M.B.A. STUDY PROGRAMMES: CAPSTONE PROJECT

In MBA study programmes, the final thesis is the Capstone Project.

In the MBA programmes, with the capstone project, only two forms are permitted: Business Plan and Consulting Report. It is explicitly not a theoretical/academic work, which means that the overview of the status of research or the theory section is considerably shortened. Although concepts from the courses should also be applied here (a classic example would be Porter's Five Forces), the focus is on application (including correct application), not on the theoretical treatment of these concepts. A business plan essentially consists of a product description, market analysis, operational plan, financial plan, etc. In the consulting report, the problem and the analysis (with the help of concepts from the courses) and the subsequent recommendations for solutions are more relevant.

## 6. DEADLINES AND FORM OF SUBMISSION

The time to complete the thesis (i.e. the period from registration to submission of the thesis) depends on the study programme. An overview of the duration of thesis preparation can be found in Appendix C. The topic and the assignment must be of such a nature that the thesis can be completed within the allotted time. The starting date for writing your thesis will be determined by you (in consultation with your supervisor) and will be documented on the forms that you submit when registering your thesis. The date of submission is calculated by the exams office and confirmed to you by e-mail. This will be recorded on file when you register.

According to our study and examination regulations, the processing time of the thesis can be extended in justified exceptional cases before the deadline. The application for an extension of the processing time is made via the Application Management in myCampus.

An extension is only possible with appropriate proof. In the case of illness, this proof can be a certificate of incapacity for exams or a medical certificate.

Considering the special situation of the student as well as the resulting double burden of work and studies, the processing time can be extended for justified personal reasons. Appropriate proof, such as a statement from the employer or a statement from the supervisor, is required for this. The processing time can be extended up to no more than twice the duration of the originally planned processing time.

A late submission will be graded as "not sufficient". In the event of delivery of the work by post, the time of posting at the post office shall be binding (postmark). It is therefore best to get a receipt from the post office which proves when the package was handed in. If the thesis is still submitted too late, the following applies: The thesis can **only be repeated once** if the module is not passed.

When submitting online via Turnitin, the thesis should be named as follows: **YYYYMMDD\_lastname\_firstname\_matriculation\_number\_thesis** (for example: 20180810\_Mustermann\_Max\_123456789\_bachelor\_thesis). In this case, a print copy no longer needs to be submitted

Access to the online submission will be sent automatically by Turnitin upon confirmation of the deadline. If the access does not work, a new password for the page can be requested via "Forgotten password" with the IU mail address.

**The supervisor must be informed in writing about the submission of the thesis.** Otherwise, there is no entitlement to a prompt assessment.

## 7. PROCEDURE FOR A SECOND ATTEMPT

If you do not pass the first attempt of your thesis, you have the option of retaking the thesis one more time.

The second attempt must be registered with the Exams Office within 3 months of the announcement of the failed grade via Application Management on myCampus.

You must choose a new topic for the second attempt, as you are not allowed to repeat the same topic you chose in the first attempt.

The same topic as in the first attempt can be dealt with, but the academic problem must be different.

The use of already collected data or surveys/expert interviews are allowed. Please pay attention to correct citation to avoid self-plagiarism.

You are welcome to ask the supervisor from the first attempt if they would supervise you again. However, you can also look for a new supervisor, as the entire registration process is started again from the beginning with a new topic.

## 8. COOPERATION WITH A COMPANY

The confidentiality agreement must be used if the thesis is written together with a company and marked with a lock flag, because it contains confidential information of the company. The blocking notice assures that the thesis will not be made accessible to third parties, beyond the supervising lecturer and authorised members of the examination board, without the express consent of the company and the author.

However, this also prevents a thesis from entering the general academic discourse. Blocking notes should therefore be used with caution. An exception to this is a capstone thesis as the conclusion of an MBA, which - unlike a Bachelor's or Master's thesis - often involves working on a specific problem of an individual company.

If a paper contains company-specific information that is to be treated confidentially, the following options are available (in this order):

- Check whether the topic is indeed suitable and has been chosen with sufficient general relevance.
- If this is the case, but confidential information is still contained in examples, then these can possibly be included in anonymised form.

- If this should also not be possible, but you still have an interesting and generally valid topic that requires a blocking note, then discuss this with the supervisor at the beginning of the topic selection process.

If a blocking notice is to be used, then this must be agreed with the supervisor before the thesis is registered, usually in the exposé. The confidentiality agreement provided by the IU, which can be found in the course "Information Final Thesis General" on myCampus, must be submitted together with the blocking notice. No other texts will be accepted.

## 9. EXTERNAL EXAMINER AT THE REQUEST OF THE STUDENT

If you have, for example, a mentor in the company, this mentor can be applied to the Examination Board as a second examiner.

This application must be made informally, in writing by email to the examination office and must include, in addition to a brief justification, the curriculum vitae and the doctoral certificate of the potential second examiner.

If the application is granted, the second evaluation is prepared by the person who applied for it and they take part in the colloquium.

## 10. NOTES ON DATA PROTECTION IN SURVEYS

Data protection means protecting personal data from misuse. The aim is to give every individual the basic right to decide for him/herself how his/her data is used (Kuhrau, 2010). Considering the background of the EU Data Protection Basic Regulation (DSGVO), certain rules on the processing of sensitive/protectable/personal data must be observed in surveys and interviews. These include data on ethnicity, political opinion, religion, sexual orientation and health.

- **Face-to-face surveys:** These are quantitative surveys that are often conducted anonymously on the street. In this case, no privacy statement needs to be completed by the participants.
- **Online survey:** For online surveys, a data protection declaration must be inserted at the beginning of the survey, in which the respondents themselves must give their consent. Consent is given online by mouse click.
- **Qualitative interviews (expert interviews, focus groups, etc.):** The interviewee must sign a declaration of consent. This serves merely as your legal protection and does not have to be sent separately to the Exams Office
- Templates of the data protection agreements can be downloaded in the course "DLITIG". Changes in the form of content are made on their own responsibility and exclude the liability of the IU International University of Applied Sciences.



## 11. FRAUD AND PLAGIARISM

Any breach of the academic rules of conduct is a serious offence against the academic community. For this reason, fraud and plagiarism are strictly forbidden in all areas of academic education including student theses. A standardised plagiarism check is carried out for all theses submitted.

Examples of fraud and plagiarism include:

- Submission of texts or thesis in the same or similar form for more than one study programme, course, or institution.
- Any form of plagiarism, such as submitting work written by another person, is strictly prohibited. Plagiarism also refers to texts that have been copied completely or partially without specifying the corresponding source (cf. General Regulation §14 Section 6).

Any violation of these rules will lead to the failure of the thesis. It will also be noted in your student file. If it is a repeated offence, you may be expelled from the university. If a violation of academic rules is discovered after the grading, the entire ECTS-points of the thesis will be subsequently revoked and the submitted thesis will be considered invalid and failed.

## 12. GRADING OF THE THESIS

The thesis is evaluated based on several criteria. In general, the examiners have two main areas of assessment: a) content and b) formatting.

a) An assessment of content comprises approximately 80% of the final grade. The supervisor will typically consider the following points:

- Introduction and structuring of the objectives
- Structure and procedure
- Literature review
- Methodology
- Quality of argumentation
- Conclusions and recommendations

b) An assessment of formal specifications counts for about 20% of the final grade. Here, the supervisor typically evaluates the following criteria:

- Presentation
- Spelling
- Language clarity and choice
- Referencing

The supervisors have 6 weeks to evaluate the thesis. The grading is done by two examiners. The grade is calculated from the arithmetic mean of the two final grades. Further details are regulated by the General Examination Regulations.

The grade of the final thesis will not be visible in Turnitin. The grade will be communicated by the supervisor after the colloquium and will be entered in the grade overview after the evaluation report has been submitted.

There will be no comments on the final thesis in Turnitin. However, it is possible to request to see the evaluation report. This must be done officially via the application management in myCampus ("Application for inspection").

## 13. COLLOQUIUM

### 13.1 COLLOQUIUM PROCEDURE

The colloquium will be scheduled approximately 6 weeks after your official submission deadline and will take place in consultation between the student and the supervisor, generally within 4 weeks. You will receive an invitation to this appointment from your supervisor.

In the colloquium, you must prove that you have fully and independently produced the content and conclusions of your written work. The content of the colloquium is a presentation of the most important contents of the work and the results of the research, followed by a question and answer session under the supervision of the experts. This is an oral examination which usually lasts 30 to 45 minutes. The weighting on the overall grade results from the respective exam regulations. The examiners/assessors holding the colloquium assess the quality of the exam work based on the following assessment criteria:

- Understanding and application of scientific methods of analysis
- Structure and content of the presentation
- Ability to academically defend the thesis
- Content and logical consistency of answers to questions asked in the colloquium

The colloquium usually takes place online via Microsoft Teams or Zoom.

### 13.2 PRESENTATION

The colloquium usually starts with a presentation. The presentation should show the whole research process, starting with the research question and finishing with the conclusion. This should usually last 15 minutes. To avoid problems, you must use Microsoft Office PowerPoint for the presentation. You can find a suitable template in the course "DLITIG".

### 13.3 DISCUSSION

The presentation will be followed by a round of questions and answers, which will be chaired by the examiners. You may be asked about possible ambiguities in your method or asked to go into more detail about your sources, results, etc. In addition, questions can be asked concerning your background knowledge of the thesis topic. This all serves to verify your credibility.

#### **14. DISPATCH OF THE GRADUATION DOCUMENTS**

You will receive your graduation documents as soon as you have successfully completed all the exams required for your degree programme and have paid all fees.

Important: If the Colloquium is not your last exam, please remember to inform the Exams Office briefly in writing so that your certificate can be printed. If the Colloquium was your last exam, your transcript will automatically be printed.

The printing and dispatch of your transcript usually takes about eight weeks and is automatically sent to you by post via registered mail.

**We wish you all the best for your thesis!**

**Your IU-Team**

## REFERENCES

Dunleavy, P. (1986). Studying for a degree in the humanities and social sciences. Houndmills: Palgrave Macmillan.

Hacker, D. & Summers, N. (2018) A pocket style manual, APA Version (8th ed.) Bedford/St Martin's.

Kuhrau, S. (2010). Was ist Datenschutz?, [What is data protection] retrieved 15.11.2018 from: <https://www.bdsge-externer-datenschutzbeauftragter.de/datenschutz/was-ist-datenschutz/>

Kroeber-Riel, W. & Weinberg, P. (2003). Konsumentenverhalten [Consumer behaviour] (8<sup>th</sup> ed.). Munich: Franz Vahlen Verlag.

Perrey, L.J. (1998). Nutzungsorientierte Marktsegmentierung: Ein integrativer Ansatz zum Zielgruppenmarketing im Verkehrsdienstleistungsbereich. [Benefit oriented market segmentation: An integrative approach to target group marketing in the transport service sector] Wiesbaden: Springer Gabler.

## **APPENDICES**

Appendix directory

Appendix A: Sample exposé

Appendix B: Sample title page

Appendix C: Overview duration of thesis paper submission deadlines

Appendix D: Declaration of authenticity

Appendix E: Overview of formal specifications

## APPENDIX A: SAMPLE EXPOSÉ

University of Applied Sciences

**Exposé** (MM/YYYY)

**Name:** N.N.

**Supervisor:** N.N.

**Study programme:**

**Enrolment number:**

**Working title:**

**Overall aim:**

**Objectives:**

1)...

2)...

3)...

4)...

...

**Methodology:**

**Structure:**

**Preliminary reading list:**

**APPENDIX B: SAMPLE TITLE PAGE**



Master Thesis

IU University of Applied Sciences

Study program: M.A. Leadership and Management

Positive ways of employee motivation for a successful company

Sam Smith

Enrolment number: 9051234

Beethovenstraße 50

12345 Bonn

Supervisor: Dr Jane Doe

Date of submission: 1<sup>st</sup> August 2019



THESIS HANDBOOK

APPENDIX C: THESIS PAPER SUBMISSION - DEADLINES

Study course

Bachelor	Full time (≅36 months)	Part time1 (≅48 months)	Part time 2 (≅72 months)
all Bachelor study courses	8 weeks	11 weeks	16 weeks
<b>Exception:</b> B.A. 180 Betriebswirtschaft (alt: till SS 2014)	12 weeks	16 weeks	24 weeks
Master	Full time (≅12 months)	Part time 1 (≅18 months)	Part time 2 (≅24 months)
all 60 ECTS Master study courses	15 weeks	22,5 weeks	30 weeks
<b>Exception:</b>			
M.B.A.60 Master of Business Administration	11 weeks	16,5 weeks	22 weeks
	Full time (≅18 months)	Part time 1 (≅24 months)	Part time 2 (≅36 months)
M.B.A. 90 Master of Business Administration	15 weeks	20 weeks	30 weeks
	Full time (≅36 months)	-	-
M.B.A. 90 Master of Business Administration Clinical Research Management	30 weeks	-	-
	Full time (≅24 months)	Part time 1 (≅36 months)	Part time 2 (≅48 months)
all 120 ECTS Master study courses	22 weeks	33 weeks	44 weeks

## APPENDIX D: DECLARATION OF AUTHENTICITY



### Declaration of Authenticity

I hereby declare that I have completed this Bachelors/ Master's thesis on my own and without any additional external assistance. I have made use of only those sources and aids specified and I have listed all the sources from which I have extracted text and content. This thesis or parts thereof have never been presented to another examination board. I agree to a plagiarism check of my thesis via a plagiarism detection service.

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Place, Date

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Student signature

## APPENDIX E: OVERVIEW OF FORMAL SPECIFICATIONS

Length	Depends on study programme
Paper format	DIN A4
Margins	top and bottom 2 cm; left 2 cm; right 2 cm
General text font	General text - Arial 11 pt; headings - 12 pt, Justified
Line spacing	1.5
Typesetting	justified and hyphenated
Footnotes	Arial 10 pt, justified
Paragraphs	6 points following line break
	Maximum of 3 levels (1 Chapter, 1.1 Sub-chapter, 1.1.1 Section)
Chapter levels	Only the individual chapters in the text part of the thesis are numbered consecutively; the other components of the thesis, such as the list of figures or bibliography, are given without being numbered.
	Do not use underlining. Use italics sparingly to emphasise passages.
Submission	The thesis must be submitted online via Turnitin.