



## Writing a Master's Thesis in Business-to-Business Management

### General Information and Requirements

Pursuant to § 12 Curriculum for the Master Program Business Administration 16W the Master's thesis has to be written according to § 81 paragraph 1 University Law. Pursuant to § 27 paragraph 5 of the Laws Governing University Studies you have to declare the topic and the supervisor of your Master's thesis, in writing, to the Dean of Studies, before commencing work on the thesis. The topic has to be approved by the Dean of Studies. The Master's thesis is a scientific paper which provides proof of your ability to conduct independent research that is sound both in content and methodology. The topic of the Master's thesis has to be selected from one of your chosen special business administrations tracks of the Master program. 20 ECTS-points will be awarded for the Master's thesis.

A Master's thesis in Business-to-Business Management can only be written after the following conditions have been fulfilled:

- Completion of the special business administration Business-to-Business Management track
- Successfully passing courses worth a minimum of 8 ECTS points in this special business administration track

Additionally completion of the following courses is recommended:

- Softwaregestützte Statistikauswertung
- Marketing Research
- Empirische Wirtschaftsforschung 1
- Empirische Wirtschaftsforschung 2

### Application

There are two approaches for selecting a topic for the Master's thesis that take into account the interests and areas of specialization of the candidate:

- The candidate himself/herself suggests a topic
- The candidate chooses a topic from an existing list

The topic is assigned during a meeting with Prof. Kashyap. Please fill in the application form that is available on the homepage of the Department of Marketing before this meeting.

The topic of the Master's thesis and the personal data of the candidate are registered electronically.

## Application for approval of the Master's thesis topic at the Student Services Office/ Dean's Office pursuant to § 27 paragraph 5 of the Laws Governing University Studies

Pursuant to § 27 paragraph 5 of the Laws Governing University Studies you have to announce the topic/title and the supervisor of your master's thesis, in writing, to the Dean of Studies, **before commencing work on the respective thesis**. The form, which is available in German only (*Antrag auf Genehmigung des Themas - der Betreuerin/des Betreuers*), can be downloaded from the website of the School of Business, Economics and Social Sciences (<https://sowi.uni-graz.at/de/studium/formulare/>), filled out, and handed in at the office of the Department of Marketing. The department will forward the form to the Dean's Office/Student Services Office.

## Assignment of the Supervising Assistant

As soon as the topic for your Master's thesis is confirmed, you will be administered a supervising assistant, who will be your contact person for all issues concerning your thesis. It is in your own best interest to keep in touch with your supervisor. In the event you do not contact your supervising assistant for more than six months, the assigned topic will no longer be valid. You may resume work on your thesis only after meeting with your supervisor.

## Research Issue and Structure

Following a review of the latest literature, you have to design the research and the structure for your project. Further information is available in the "Formatting Guidelines for Master's Theses" on the homepage of the Department of Marketing (Studies – Master level). You also have to present a provisional literature list that will form the basis for your Master's thesis.

Master's thesis candidates should inform their supervisor about required literature that is not currently available in either the main or the faculty library so that an order can be placed. Additionally, you can also forward suggestions to the marketing department for acquiring new books at the faculty library.

## Compliance with Formal Guidelines

You have to adhere to the "Formatting Guidelines for Master's Theses" of the Department of Marketing, B2B area, when writing your Master's thesis. These guidelines and a template for the title page are available on the homepage of the department. Master's theses with a lot of formal mistakes (typos, grammatical mistakes) cannot be accepted, since every Master's thesis, except for those that are locked ones, is open to the public and could lead to an unfavorable impression of the author.

## Topic Confirmation

The final title of the Master's thesis has to be approved by Prof. Kashyap prior to completing your thesis. **The candidate should make suggestions for a German and an English title.** In the event the title needs to be modified the form "Request for change of Master's thesis Topic" (available at <https://sowi.uni-graz.at/de/studium/formulare/>), should be filled out by the candidate.

## Submission of the Master's Thesis at the Dean's Office

Following the approval of the final title for the Master's thesis, two copies of the Master's thesis in hardcopy with a book cover in the color "graphite", together with the forms *Application for the Assessment of the Master's Thesis* pursuant to § 27 paragraph 7 and *Assessment of the Master's Thesis* have to be submitted to the Dean's office according to the guidelines and deadlines of the Dean's Office of the School of Business, Economics and Social Sciences. Two abstracts, not exceeding one page each, one in German and the other in English have to be attached to the Master's thesis. Please enclose the abstracts and do not bind them into your thesis. For additional information, please check the homepage of the Dean's Office of the School of Business, Economics and Social Sciences (Studies – Master Programs – Economics and Social Sciences - Submission of Master's thesis).

It is possible to restrict access for third parties to Master's theses that contain confidential company data and the like following their evaluation. A separate form for this purpose is available at the faculty's homepage (<https://sowi.uni-graz.at/de/studium/formulare/>) and has to be submitted together with your Master's thesis. Please note that such a restriction has to be approved by Prof. Kashyap before submitting the form to the Student Services Office.

When using existing theses, please bear in mind that, as grades for these theses cannot be viewed, there may be great vacancies in the quality of these theses. If in doubt regarding a Master's thesis, it is advisable to contact the supervising assistant or professor to avoid confusion.

## Safekeeping period for relevant documents

Completed questionnaires or other stimuli that you used when writing your Master's thesis (e.g. pictorial models, that were used in the context of an experiment as stimuli), SPSS or Excel files that contain data or evaluations, as well as printouts or screenshots of websites, have to be saved for **seven years**.