Master Colloquium

Target
The Master Colloquium is based on the individual Master’s Thesis but is not evaluating the Master’s Thesis itself. The main target is to evaluate the definition of the research target(s), the research design, the way of communication, the discussion and the presentation skills on scientific topics, the critical thinking, and the description of the major points of the research topics.

Course time:
Tuesday 5th until Friday 8th of May 2020 from 9:00 to 19:00

In case of less than 8 participants, we will end on Tuesday 7th of May 2020!
The exact timetable will be published after receiving all applications for the master colloquium, latest 27th of April 2020.

Classroom:
t.b.d. at Hochschule Landshut/Germany

Next Colloquium will take place:
In October 2020
In cooperation with “Master Marktorientierte Unternehmensführung – MUF”

Application due date:
20th of April 2020 noon (12:00 o’clock) via Moodle
(SS2020 MIB - Master colloquium)

Please Upload:
- Master’s Thesis proposal (max. 5 pages) approved by main supervisor
- Application form master thesis at Hochschule Landshut signed by main Landshut supervisor

Please prepare and do not upload:
- the presentation slides for the presentation of the Master’s Thesis Proposal
- 6-7 key words to describe the Master’s Thesis project

Content of the Master’s Thesis proposal:
The main purpose of the Master’s Thesis Proposal is to organize ideas, material and objectives for the Master’s Thesis, and to develop communication skills.
The main objectives of the Master’s Thesis Proposal are to demonstrate the following abilities:
- to formulate a scientific question
- to present scientific approach to solve the problem
- to make the key statement of the research topic
- to interpret, discuss and communicate scientific results in written form
- to gain experience in writing a scientific proposal

The Master's Thesis proposal should include:
- the title
- the statement of the problem
- the justification for and significance of the study
- the research methodology or procedures
- the research timetable
- the resources required, if applicable
- the literature cited in the proposal

**Content of the Master Colloquium:**

**Monday**
- introduction on critical questioning and communication models
- creativity training with Lego Serious Play
- define the 6-7 key words of the Master's Thesis project to describe the research topic

**Tuesday**
- introduce and explain the main contents of the Master's Thesis project within the team
- preparation of a scientific poster on base of the Master's Thesis project

**Thursday**
- printing the scientific posters
- presenting the Master's Thesis proposal within the team by another team member
- updating the presentation slides for the

**Thursday / Friday - Presentation of the Master's Thesis Proposal (45 min each presentation incl. discussion)**
- short presentation (approx. 20-25 min) and explaining the contents and findings of the thesis to
  a non-expert academic audience (the Master's Thesis supervisors will be invited to the
  presentation)
- reply to questions from the audience (approx.. 20-25 min)

**Non-disclosure agreement and confidentiality:**
Some companies ask for confidentiality on the Master's Thesis Project. In these cases the name of
the company, any kind of companies data, product and cooperate strategy, weaknesses or threats
for the business and other as confidential considered information and data can be excluded from
the thesis proposal and from the presentation of the Master's Thesis presentation. Please mention
in the application documents the non-disclosure agreement with the company.
During the Master Colloquium it is essential to be able to talk on the main aspects of the
dissertation project. By anonymising the name of the company the student should be able to talk
about general market situation of the branch, typical opportunities and threats of the market and
strengthens and weaknesses of typical companies in the branch, the basic research or project
structure, the problem description, the research method, and the expected main findings.

Prof. Dr.-Ing. Alexander Kumpf
Landshut, 10th of October 2019