UPDATE 02 April 2020

MASTER INTERNATIONAL BUSINESS
MASTER MARKTORIENTIERTE
UNTERNEHMENSFÜHRUNG

Master Colloquium
Registration for Master Thesis in January 2020

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:
Monday 20th until Friday 24th of April 2020 for class hours please look on the time table published in Moodle Course “SoSe2020 Master Colloquium” (password: Kolloquium2020).

The exact timetable will be published after receiving all applications for the master colloquium, latest 14th of April 2020.

Class room:
Online. Invitation will be send after closing date

Next Colloquium will take place for Master thesis registrations in April 2020:
June 2020 in cooperation with “Master Marktorientierte Unternehmensführung – MUF”

Application due date:
10th of April 2019 noon (12:00 o’clock) via Moodle
https://moodle.haw-landshut.de/course/view.php?id=5038

Please Upload:
- Master’s Thesis proposal (max. 5 pages) approved by first supervisor
- Application form master thesis at Hochschule Landshut signed by 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-Wednesday**
- Introduction in methods of communicating and displaying research proposal and results
- define the 6-7 key words of the Master’s Thesis project to describe the research topic
- 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
- printing the scientific posters
- presenting the Master’s Thesis proposal within the team by another team member
- introduction on critical questioning and communication models

**Wednesday - 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, 2nd of April 2020