

MASTER INTERNATIONAL BUSINESS
MASTER MARKTORIENTIERTE
UNTERNEHMENSFÜHRUNG

Master Colloquium

Registration for Master's Thesis in July 2021

TARGET

All candidates for the Master's Thesis must attend the Master's Colloquium during their period of writing and are obliged to present their research work. The presentation should take place during the first half of the writing period of the Master's Thesis (at the latest 2-3 months after registration) in a colloquium session.

The main target is to evaluate the defined research target(s), the research design, the way of communication, the discussion and the presentation skills on scientific topics. Moreover, the goal is to work on critical thinking, and the description of the major points of the research topics. The Master Colloquium is based on your Master's Thesis but is not evaluating the Master's Thesis itself.

COURSE TIME

Monday 4th until Wednesday 6th of October 2021. For class hours, please look at the timetable published in the Moodle Course "Master Colloquium (10/2021)" (password: MasterOct2021).

The exact timetable for your presentation will be published after receiving all applications for the Master Colloquium, the latest on 27th of September 2021.

CLASSROOM

Online. You will find the ZOOM Link in Moodle.

For Master's Thesis registrations in October 2021 the next Colloquium will probably take place between December 13th and 15th 2021.

YOUR TO DOS

Application due date is until **24th of September 2021** 10am via Moodle (<https://moodle.haw-landshut.de/course/view.php?id=7272>)

Please Upload:

- **Master's Thesis proposal** (4-6 pages) **approved** by your supervisor
- **Application form** Master Thesis at Hochschule Landshut **signed** by your Landshut supervisor

Please prepare, but do not upload:

- **Presentation slides** for the presentation of your **Master's Thesis Proposal**
- **6-7 keywords** to describe your **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.

You should demonstrate the following abilities:

- to formulate a scientific question
- to present a scientific approach to solve the problem
- to sum up your research topic in an elevator pitch
- 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-Tuesday

Seminar Sessions.

Introduction into a) methods of communicating, b) displaying a research proposal and research results, c) critical questioning.

Interactive / Group Sessions.

- Definition of 6-7 key words of the Master's Thesis project to describe your research topic.
- Introducing your Master's Thesis projects to the group.
- Preparation of a scientific poster based on the Master's Thesis project.
- (Printing the scientific posters).
- Presentation of a Master's Thesis proposal within the team by another team member.

Wednesday

Presentation of your Master's Thesis Proposal (45 min each session) including


- Short presentation (approx. 20-25 min) 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)
- Question and answer session after the presentation (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 company data, product and cooperate strategy, weaknesses or threats for the business and other confidential information and data can be excluded from the thesis proposal and from the presentation of the Master's Thesis. Please mention the non-disclosure agreement in the application documents (if existing).

During the Master Colloquium, it is essential to be able to talk about the main aspects of the Master Thesis project. By anonymizing the name of the company, the student should be able to talk about the general market situation of the branch, typical opportunities or threats of the market, strengths and weaknesses of typical companies in the branch, the basic research or project structure, the problem description, the research method, and the expected findings.

Looking forward to meeting you in the course!



Professor Dr. Martina Mitterhofer
Landshut, 04th of August 2021