



Master Colloquium

Info Sheet / Briefing (18.02.2025)

MASTER INTERNATIONAL BUSINESS (MIB) / MASTER MARKTORIENTIERTE UNTERNEHMENSFÜHRUNG (MUF)

In this sheet you will find all the information you need to register and prepare for the Master Colloquium. Use it as a working tool, read it carefully, mark important passages and make notes.

1. Learning Goals and Content

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

The main goal is to evaluate you're a) research goal(s), b) research design, and c) communication and presentation skills on scientific topics. Moreover, we will work on critical thinking, and the description of your major points of the research topic. The Master Colloquium is based on your Master's Thesis and its research approach but is not evaluating the Master's Thesis itself. The Colloquium is designed as a three to four-day block course taught in English with the following focus:

Tuesday / Wednesday

We will discuss about methods of communication, research methods, and critical thinking. In Interactive / Group Sessions you will introduce your Master's Thesis project to the group (via elevator pitch, short Q&As, and a presentation).

Thursday / Friday

The last one or two days are the examination day, when you present your Master's Thesis Proposal (45 min each session) via a PPT presentation and answer to questions of the audience (i.e., students participating in the colloquium, lecturer and your Master's Thesis supervisor).

2. Time, Classroom and Registration

The Colloquium takes place on **Tuesday 18th, Wednesday 19th, Thursday 20th and Friday 21th of March 2025**. For more details please refer to the timetable, which will be published in the Moodle course. The exact schedule for the class and your presentation will be published after all registrations for the Master Colloquium have been received, at the latest 11th of March 2025. Your **attendance throughout the whole class is compulsory**. More details on the **room will be published in Moodle**.

To Dos for You

Registration due date is until 8th of March 2025 via Moodle for the Module “2025 SoSe Master Colloquium March (Mitterhofer)” (<https://moodle.haw-landshut.de/course/view.php?id=12456> – Key: ColloquiumMarch25)

Please upload the following documents (at latest March 10th):

- The exposé (proposal) of your Master's Thesis (5-6 pages, structure see below).
- The registration form for the Master's Thesis at Landshut University of Applied Sciences, signed by your Landshut supervisor.

Prepare the following documents (but do not upload them):

- Slides for the presentation of the Master Thesis project (requirements see below).
- 4-5 questions that you want to be answered/covered throughout class.

3. Examination performance

Examination performance: Oral presentation of the Master's Thesis (approx. 20 min. per candidate) in front of a non-specialist academic audience (the supervisors of the Master's Thesis are invited to the presentation), written documents (presentation slides), answering questions from the audience with discussion.

Preliminary examination: Exposé on the Master's Thesis, Participation in Class.

Tips and Recommendations on your documents....

Exposé of the Master Thesis (Proposal)

The exposé (proposal) describes the concept of your Master's Thesis and should contain the following parts:

- Title
- Problem statement and research question
- Current state of research and research gap
- Research questions and objectives

- Research methodology and approach (theory, empirical)
- Time schedule
- Resources required, if any
- Preliminary literature list

Requirements for the presentation slides for the oral presentation

- Duration: 20 minutes, plus/minus two minutes.
- Length: max. 20 slides.
- Design: Slide master of the university.
- Content (cf. exposé and objectives): Problem statement / background, status of research and research gap, research questions and objectives, research methodology and procedure, hypotheses or expected results and, if applicable, recommendations for action, limitations and outlook, bibliography.
- Dramaturgy: attention-grabbing introduction (e.g. personal experience, current statistics, quotation, etc.), build up tension through the problem to be solved, evoke curiosity about the approach to the solution, keep the thread going until the end, work with visualizations, conclude with an emotional outlook.

4. Recommended reading

1.1 English language

Greener, S. & Martelli, J. (Ed.; 2015): An introduction to Business Research Methods. 2nd Edition. Bookboone.

Homburg, C.; Klarmann, M. & Vomberg, A.. (2022): Handbook of Market Research. Cham: Springer Nature.

Sarstedt, M. & Mooi, E. (2019): A Concise Guide to Market Research. The Process, Data, and Methods Using IBM SPSS Statistics. 3rd Edition. Berlin: Springer Nature.

Weiss, M. (2019): Writing Scientific Research Proposals. A practical guide. Bookboon.

1.2 German language

Berger-Grabner, D. (2016): Wissenschaftliches Arbeiten in den Wirtschafts- und Sozialwissenschaften. Hilfreiche Tipps und praktische Beispiele. 3. akt. u. erw. Auflage. Wiesbaden: Springer Gabler.

Koch, J.; Gebhardt, P. & Riedmüller, F. (2016): Marktforschung. Grundlagen und praktische Anwendungen. 7. Aufl. Berlin/Boston: deGruyter Oldenbourg.

Oehrich, M. (2017): Wissenschaftliches Arbeiten und Schreiben. Schritt für Schritt zur Bachelor- und Master-Thesis in den Wirtschaftswissenschaften. Berlin/Heidelberg: Springer Gabler.

5. Non-disclosure agreement and confidentiality

Some companies require confidentiality about the Master's Thesis project. In these cases, the name of the company, any kind of company data, product and cooperation strategies, vulnerabilities or risks for the company and other information and data considered confidential may be excluded from the Master's Thesis presentation. Please mention the confidentiality agreement with the company in the application documents.

During the Master Colloquium it is essential to talk about the essential aspects of the Master's Thesis. While keeping the company name anonymous, the student should be able to talk about the general market situation of the industry, typical opportunities and threats of the market and strengths and weaknesses of typical companies in the industry, the basic research or project structure, the problem description, the research method and the expected main results.

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