

**Bernd Skiera**

**Frequently Asked Questions About Bachelor's and  
Master's Theses for Students**

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## **1 Interest in Writing the Thesis**

### **1.1 I am interested in writing my Bachelor's thesis at your Chair following the regular assignment procedure through the Examination Office. What steps must I take?**

Please engage in the official procedure for Bachelor thesis assignments detailed [here](#).

According to these guidelines, you can select Chairs for thesis supervision at the start of each semester. You must assign yourself to our Chair, i.e., the Chair Skiera. Otherwise, we cannot supervise you.

### **1.2 I am considering writing my thesis at your Chair but not through the regular Examination Office assignment procedure. Could you supervise my thesis outside of this standard process?**

No. We only supervise students who assign themselves to our Chair.

### **1.3 How is the topic for the Bachelor's thesis decided? Can I propose my topic?**

Our team creates a collection of potential topics for Bachelor's theses each semester. Refer to the "Topics" examples provided [here](#).

You have the option to propose a unique topic outside of this process. If you want to do so, kindly reference slide 4, "Es gibt zwei Möglichkeiten für die Findung eines Bachelorarbeitsthemas (There are two options for choosing a Bachelor's thesis topic)" in the "Topics" examples or "Information on the assignment procedure at the Chair" provided [here](#).

### **1.4 Can I start my thesis with your Chair before I get my seminar paper grade from the Examination Office?**

No. We only supervise students who assign themselves to our Chair.

### **1.5 Can I choose between a literature-based or empirical thesis?**

We present a selection of thesis topics each semester. Most topics include empirical work. Refer to the "Topics" examples provided [here](#). Topics involving no empirical work are rare. Therefore, you should know the content of Prof. Dr. Bernd Skiera's class BOEM/PMAR.

### **1.6 I noticed that one can contact you regarding a thesis. Since I plan to begin my Master's thesis soon, I want to inquire about your current capacity and the availability of topics.**

You can follow the formal assignment process for Master's theses or contact us directly. You can find more information about the formal assignment process [here](#). To contact us directly, please email the current "Contact Person" referenced [here](#).

### **1.7 Where on the web can I find helpful information for writing my thesis?**

Here are a few places on the web where you can find helpful information for writing your thesis:

- [Examination Office \(Service and Contact\)](#)
- [Examination Office \(Submission Final Thesis – Formal Requirement as of 1. October 2022\)](#)
- [Examination Office \(Make an Appointment\)](#)
- [Examination Office \(FAQs\)](#)
- [Faculty of Economics \(General Information about Bachelor's Theses; in German\)](#)
- [Faculty of Economics \(General Information about Master's Theses; in German\)](#)
- [Marketing Department \(Bachelor Thesis\)](#)
- [Marketing Department \(Master Thesis\)](#)
- [Marketing Department \(Guideline to Scientific Writing\)](#)
- [Chair of Electronic Commerce \(Bachelor and Master Thesis at the Chair\)](#)

## **2 Registration of the Thesis**

### **2.1 How do I officially register my Bachelor's thesis with the Examination Office?**

The official registration of your Bachelor's thesis with the Examination Office will occur after your initial meeting with your supervisor. In that meeting, your supervisor will provide you with a registration sheet. Upon verifying all the details entered, Prof. Dr. Bernd Skiera will sign the registration sheet. You will then receive this signed sheet from your supervisor and must submit it to the Examination Office to officially register your Bachelor's thesis. Likely, within the next working day, the Examination Office will send you a confirmation email officially registering your Bachelor's thesis and indicating your submission deadline.

### **2.2 What is the latest date by which I must register my thesis?**

Officially, you can register your thesis until the end of the semester, provided that you remain enrolled as a student at the time of thesis submission. Kindly note that your supervisor might not be available after the end of the semester. So, please talk to them if you want to register your thesis late in the semester.

### **2.3 Can I start my thesis towards the end of the semester?**

Yes, starting your Bachelor's thesis towards the end of the current semester is possible. However, bear in mind that you must be enrolled at the time of submitting your thesis. Therefore, if the processing period of your thesis extends into the next semester - say, from the

winter to the summer semester - you will be required to pay the semester fee for the summer semester, even if you do not have any courses during that period.

Additionally, consider your supervisor's availability, as we can only guarantee their ability to supervise your work within the timeframe they have indicated in the "Supervision availability" part of the "Topics" examples provided [here](#).

### **3 Supervision of the Thesis**

#### **3.1 What can I expect during my initial meeting with my supervisor?**

During your initial meeting with your thesis supervisor, you can expect to discuss:

- Starting Time: When you will start working on your thesis.
- Thesis Details: Discussion about the topic of your thesis and detailed expectations from it.
- Language: The language in which you will write the thesis.
- Registration Process: Information on how to officially register your thesis.
- Helpful Resources: Presentation of documents or resources valuable in writing your thesis.
- Presentation Opportunity: Your supervisor will inform you about the opportunity to present your ongoing thesis.
- Evaluation Process: Guidance on how your thesis will be evaluated and graded.
- Submission Process: Understanding the process for submitting your completed thesis to the Examination Office.
- Role of the Supervisor: Discussion about the role of your supervisor and what you can expect from them.
- Questions: An opportunity to ask your supervisor any questions or seek clarifications.
- Next Steps: Planning for the next steps, like crafting the Table of Contents and possibly the initial drafting of an Exposé.

### **4 Writing the Thesis**

#### **4.1 Do you provide a template for writing a thesis?**

Yes, we do. You can find it [here](#). The file is named "Musterdatei\_Marketing.doc".

#### **4.2 Can I write my Bachelor's thesis during the semester break?**

Our team guarantees thesis supervision during the semester, as detailed in the thesis topic suggestion of your supervisor (see second paragraph of question 2.3). While you can technically continue to work on your thesis during the semester break, please note that you may not receive permanent supervision during that period if your supervisor is unavailable (for instance, during the summer break).

#### **4.3 In which language should I write the thesis?**

Your supervisor will indicate the acceptable language or languages for each thesis in the suggested list of topics. You can write most topics in either German or English. However, you can write some topics only in English, particularly if your supervisor does not speak German.

#### **4.4 How many pages should my Bachelor's thesis be?**

The official limit for the Bachelor's thesis is 40 pages, but we do not strictly enforce this limit. Students will not be penalized if they submit slightly more pages and the content is meaningful and relevant.

#### **4.5 What referencing style should I use in my thesis?**

You can choose any referencing style for your thesis, provided that you apply it consistently throughout the document.

#### **4.6 I became ill while writing my thesis or faced a family emergency. What should I do?**

In such circumstances, you should contact the Examination Office. Due to these circumstances, you can request an extension to your thesis submission deadline.

#### **4.7 Can I write an empirical Bachelor's thesis with the knowledge I have gleaned from the BOEM/PMAR class? So far, this class has been my initial exposure to the R software.**

Yes, it is certainly feasible if you have sufficient motivation. We can - usually - provide you access to DataCamp to refresh and enhance your R, Python, or Excel knowledge.

### **5 Presentation of the Thesis**

#### **5.1 I see an opportunity to present my thesis. When can I present it?**

You probably refer to the “Advice for a presentation on your Bachelor thesis” document provided [here](#).

If you wish to present your thesis, please communicate your wish to your supervisor. The supervisor will provide you with a list of potential dates for the presentation. These dates change each semester, so it is not feasible for us to list them officially.

### **5.2 Who will be attending the presentation of my thesis?**

During your thesis presentation, your supervisor and Prof. Dr. Bernd Skiera will be in attendance. If multiple students present on the same day, you are all expected to attend each other's presentations and possibly share feedback.

### **5.3 Would presenting a few days before my thesis deadline be beneficial?**

No, because you may need more time to consider the feedback from your supervisor, Prof. Dr. Bernd Skiera, and any other potential students. Please ensure enough time to incorporate their feedback.

Also, presenting too early may limit the amount of constructive feedback you receive, as the work might not be complete enough.

## **6 Evaluation of the Thesis**

### **6.1 How will my thesis be graded?**

We provide a document, "Evaluation template Bachelor Thesis Prof. Skiera," that outlines the criteria we use to grade your thesis. You can access it [here](#). Please note that this document is in German.

## **7 Submission of the Thesis**

### **7.1 When is the deadline for the Bachelor's thesis?**

After officially registering your thesis with the Examination Office, the Examination Office will send you a confirmation email stating the submission deadline for your Bachelor's thesis.

### **7.2 The website mentions that I must run my thesis through plagiarism software.**

Typically, you will not need to run your thesis through the plagiarism software yourself. Your supervisor might also run your work through this software while evaluating your thesis.

Nevertheless, upon submission of your thesis to the Examination Office, your supervisor might request you to upload your thesis to the plagiarism software. Your supervisor will provide you with the necessary login details in such a case.

The most crucial aspect for you is to submit your thesis to the Examination Office before the deadline. The task of uploading to the plagiarism software typically comes afterward. Hence,

please do not be stressed about uploading to the plagiarism software, for example, a day before your deadline if you recently read about it.

**7.3 Will you receive my thesis after I submit it to the Examination Office, or should I simultaneously submit it to both the Examination Office and you?**

You need to submit your thesis to the Examination Office. The Examination Office will then provide us with your thesis for evaluation. There is no need for you to submit it to us directly.

**7.4 While finalizing my Bachelor's thesis, I wondered how to submit the files. Should I send a ZIP file? Do you also need a README file?**

You should place all your data collection and analysis files (i.e., scripts) that you used for writing your thesis onto a thumb drive. While it is not mandatory, structuring the files intuitively or including a README file would assist in navigating and understanding your work. You can zip the files before transferring them onto the thumb drive, but this step is unnecessary. The main focus is ensuring that all necessary files are well-organized and accessible for evaluation.