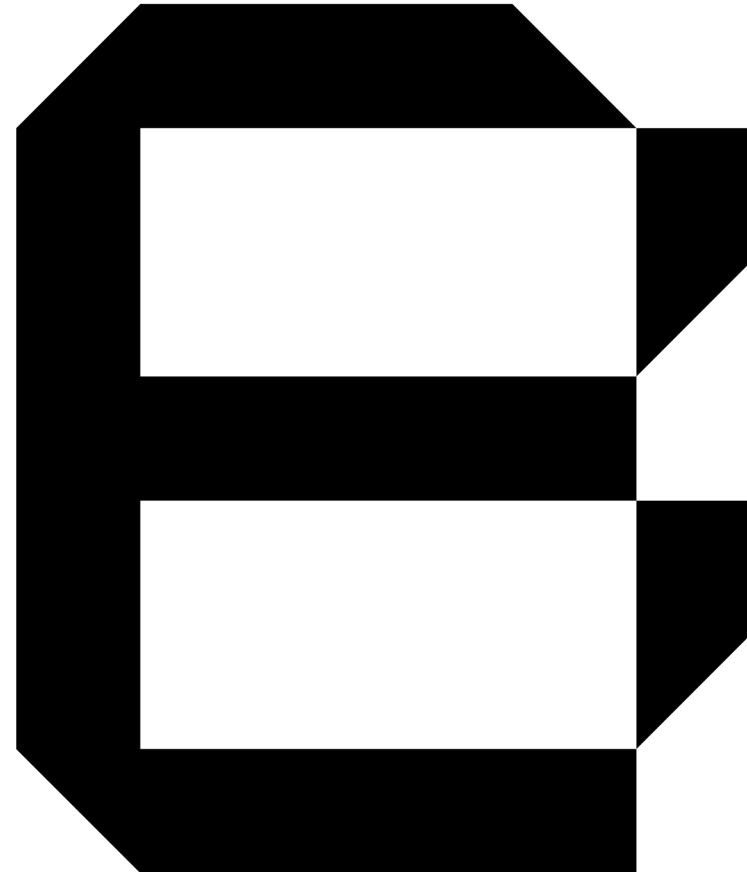


Master's Thesis BMMC & GMCC

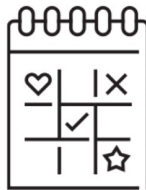
Professor Domen Bajde
Profile Responsible GMCC

Associate Professor Lydia Ottelewski
Profile Responsible BMMC



MitSDU: All information in one place

MitSDU (MySDU) > Study programmes > Master > Economics and Business Administration - Odense > Master's thesis

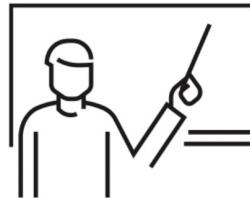


Overview

Get an overview of the thesis

Get an overview of deadlines, special contract, process etc.

- **Your master's thesis in general**
- **Problem statement and supervision**



Topics and tips

Ideas for a topic and tips on using the library

What is the topic of your thesis? Get ideas and inspiration.

- **Important deadlines**
- **Ideas and sources**



Deadlines and rules

If you do not hand in or do not pass

What do you do if you do not hand in or pass? And are you entitled to more guidance?

- **Submission**
- **Failure to submit or pass**

Familiarize yourself with course description of the Master's Thesis

▼ Learning goals

It is the aim of the Master's Thesis that the student in a written report adhering to academic standards and in an oral presentation and in a discussion of the contents of the report shows

- knowledge which within the subject area of the profile is based on the highest international research,
- skills to select from among the scientific theories and methodologies of the profile,
- skills to use methods relevant for the profile,
- skills to conduct an academic analysis of a problem as well as
- competence to independently take responsibility for own professional development,
- competence to manage the work during the Master's Thesis process and work professionally.

Specifically, the student must be able to demonstrate:

▼ Description of outcome - Knowledge

The student can:

- By application of theory and methods that are characteristic for the profile identify, formulate and delimit a problem that is relevant for the profile.
- Present the for the problem important elements of the selected theory in a way so that they contribute to understanding and solving of the problem and its elements.
- Reflect on the knowledge gained during the work on the Master's Thesis in relation to the problem at hand and in general in relation to the theory of the subject area including new literature within the area.

▼ Description of outcome - Skills

The student can:

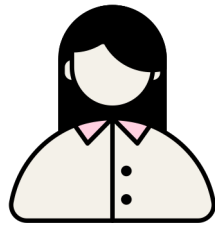
- Formulate a well-structured, precise and unambiguous problem which is realistic in relation to the available resources for the project.
- Identify and select a relevant theoretical foundation for analysis of the problem. The theoretical foundation should build on or extend the knowledge which the student has attained in compulsory courses. The selected foundation should include the significant theories and sources within the thesis subject area.
- Design and conduct an analysis (research) of the research questions related to the problem. This is done by application of methods from the profile – theoretical or empirical – to ensure that the analysis and the solution/findings adhere to academic standards of the subject area.
- Present the results of the analysis and their documentation as well as reflect on their quality and potential for generalizations.
- Choose the relevant alternative/conclude on the research questions based on the results of the research performed under consideration of relevant ethical dilemmas and environmental and other relevant consequences.
- Communicate the results in a clear and well-structured form in a written report and an oral presentation with the University's lecturers as the target audience as well as to non-specialists by selecting and communicating the most significant components in a concise manner in an abstract.

▼ Description of outcome - Competences

The student can:

- Independently manage the Master's Thesis process and prepare the Master's Thesis with support of the for the project agreed supervision.
- Independently build knowledge that either builds on or extends the knowledge which the student has attained in compulsory courses of the programme.
- Participate in an academic discussion of the individual parts of the thesis as well as of the thesis as a whole. This is done at the oral defense.

Master's thesis



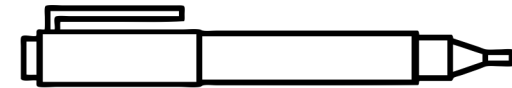
Find a suitable topic & supervisor

- When you encounter a topic that interest you during your studies, note it down
- Approach your desired supervisor early on
- Attend the library thesis information meeting



Plan ahead

- Topic submission deadline is in the third semester
- Make sure that you follow the detailed guideline for the submission of the problem statement



Work on your thesis

- Plan enough time for the literature search and data collection, this is often underestimated
- Get advice from your supervisor
- Use the library resources

Problem Statement and Plan for Supervision

- All required elements of the problem statement must be addressed in the problem statement
- If not, it will be rejected – and needs to be revised
- https://mitsdu.dk/en/mit_studie/kandidat/candmerc_odense/speciale/problem_statement

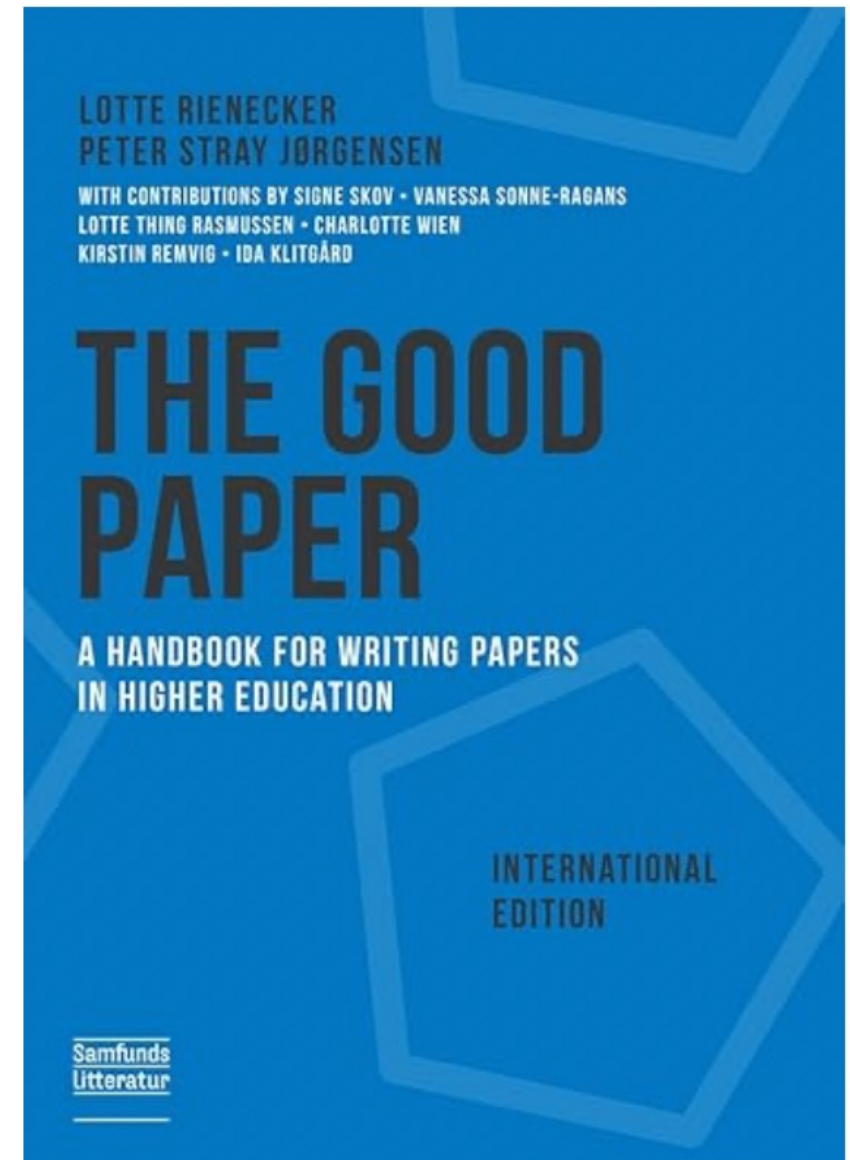
Library resources

- Students usually underestimate the importance of a literature review for the quality of the thesis
- Begin your literature search at <https://www.sdu.dk/en/bibliotek> for scientific, peer-reviewed articles and books relevant to your topic
- The library offers various services for Master's thesis students <https://mitsdu.dk/en/service/bibliotek/vejledninger/opgaveskrivning>
- Feel free to contact librarian Jette Jorsal, jejo@bib.sdu.dk



Book recommendation

- <https://samfundslitteratur.dk/bog/good-paper>
- Available at the SDU library (older editions also online via the SDU library)
- Danish and International Edition
- Very helpful for structuring the thesis „to know what content shall go into which part of the thesis“



The use of AI in your thesis process

- Ensure that you keep up with the latest rules:

https://mitsdu.dk/en/mit_studie/kandidat/candmerc_odense/vejledning-og-support/aipaasdu

- Guideline for the use of generative AI:

https://mitsdu.dk/en/mit_studie/kandidat/candmerc_odense/vejledning-og-support/aipaasdu/vejledning-gai

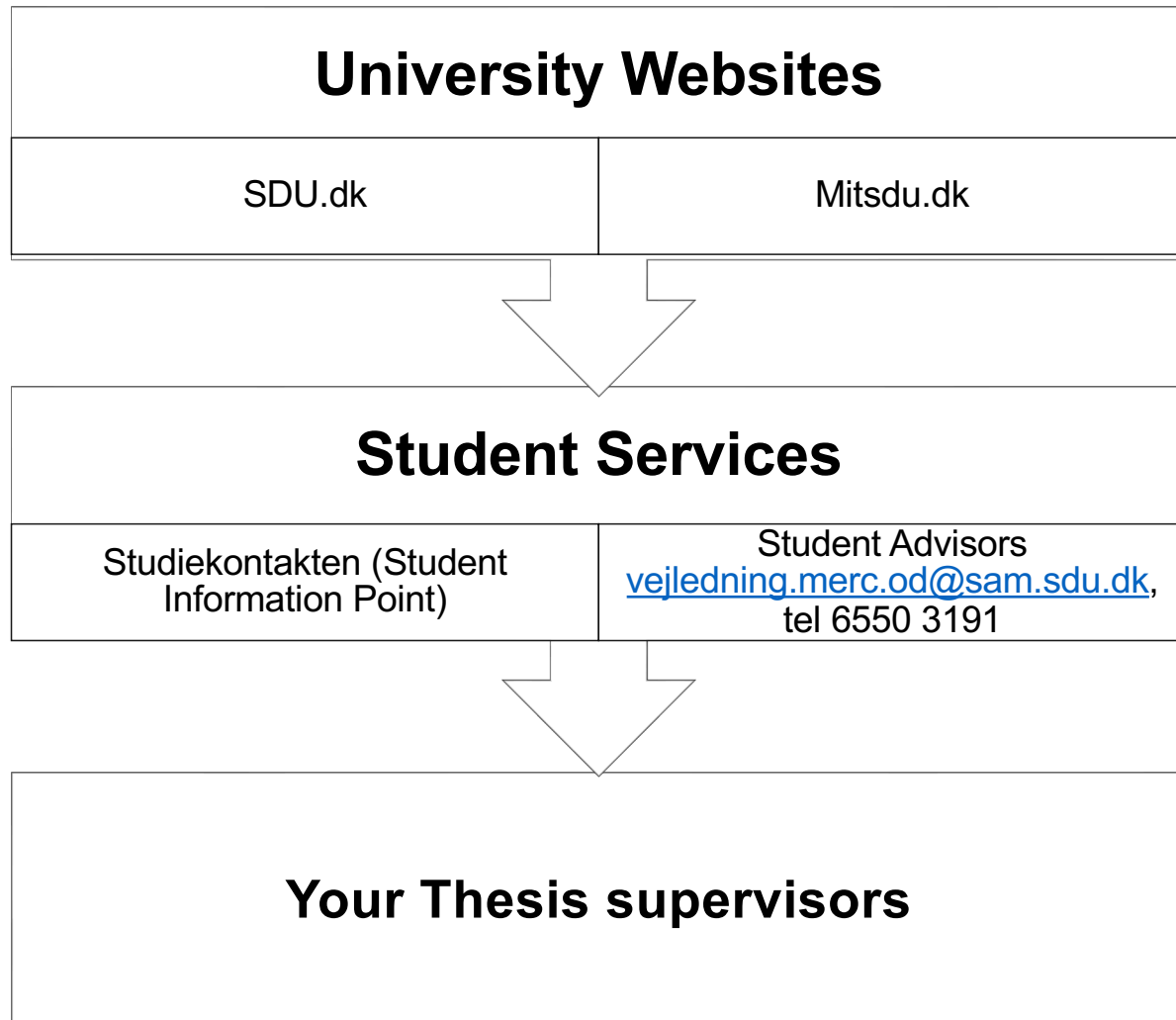
- If you break the rules, it will result in reporting as a breach of rules for disciplinary measures at SDU.



Recommendations

- Plan enough time for your literature search and data collection – that is usually underestimated
- Research context versus theory
- Only include elements that are necessary to advance your argument/storyline
- Make all your choices transparent to the reader:
 - Everything in your thesis should be an active choice that needs to be justified.
 - Nothing should be ambiguous: Why this research context? Why this method? Why this data? How was the data analysis done?
 - Use literature to back up these choices (e.g. “as commonly done in netnographic research (see Kozinets 2015), I conducted....”
 - It can be a good idea to get inspiration from current journal articles - also for your methodological choices

Order of contact



**All the best for the
thesis 😊**

Time for your questions