**Master Thesis**

Word template for a Thesis with 60 pages and without a previously created Study Work.   
This template is used in MBA and 1-year Master's programs. For MSC Business Management and MA BOP,   
the Word template for a Thesis with 80 pages must be used!

**Title of the Master Thesis –**

**Subtitles (if available)**

First Name Last Name

Study program

|  |  |
| --- | --- |
| Project Coach: | Academic degree First name Last name |
| Second Evaluator: | Academic degree First name Last name |
| Processing period: | From: |
|  | Until: |

Ein Bild, das Text enthält.

Automatisch generierte Beschreibung

**Declaration of independence**

I wrote this Master Thesis independently and did not use any other sources and aids than those indicated. All sections that have been taken verbatim or analogously from external sources are marked as such.

|  |  |
| --- | --- |
|  | *Signature* |
| Place, xxxx.xx.xx | Your akad. Degree First Name Last Name |
|  |  |

**Note:**

Please use this template to create your Thesis. In this document, the page margins, footers, headers, page numbers, etc. are already set according to the Steinbeis guidelines. In addition, an automatic table of contents, a table of figures and tables as well as a manually created list of abbreviations are already inserted in this template as examples and can be used. The structure contained in this template is exemplary for a Thesis and can be adapted and changed as desired according to your own needs.

Please delete all red notice texts in this template before printing!

**Attention:** Three lines below this red text, a section break is inserted, as the headers and footers begin on the next page. You may not delete this section break!

**Table of Contents**

(Dynamically created, can be updated with the right mouse button and then click "Update fields". Sometimes you have to reformat something by hand to insert line breaks in long chapter headings. This can be done with "shift" + "enter". If you display the formatting symbols via "¶", you may see such an inserted paragraph behind it „“.)

[List of Figures - if needed, otherwise delete! VI](#_Toc177053267)

[List of Tables - if needed, otherwise delete! VII](#_Toc177053268)

[List of Abeviations - if needed, otherwise delete! VIII](#_Toc177053269)

[1 Introduction 1](#_Toc177053270)

[2 Findings from previous Work 3](#_Toc177053271)

[2.1 Findings theory overview area ABC from Project Study Work 3](#_Toc177053272)

[2.2 Findings theory overview area XYZ from Project Study Work 3](#_Toc177053273)

[2.3 Findings on methods from Project Study Work 3](#_Toc177053274)

[2.4 Further previous findings (if required) 3](#_Toc177053275)

[3 Literature review 4](#_Toc177053276)

[3.1 Theory A 4](#_Toc177053277)

[3.2 Theory Y 4](#_Toc177053278)

[3.3 Theory K 4](#_Toc177053279)

[3.4 Summary 4](#_Toc177053280)

[4 Methodological approach 5](#_Toc177053281)

[4.1 Justification of the chosen method 5](#_Toc177053282)

[4.2 Research design 5](#_Toc177053283)

[4.3 Data collection 5](#_Toc177053284)

[4.4 Results of the data collection 5](#_Toc177053285)

[5 Analysis of the data 6](#_Toc177053286)

[5.1 Analysis 1 6](#_Toc177053287)

[5.2 Analysis 2 6](#_Toc177053288)

[5.3 Analysis 3 6](#_Toc177053289)

[6 Results 7](#_Toc177053290)

[6.1 Evaluation of the analysis results 7](#_Toc177053291)

[6.2 Recommendations 7](#_Toc177053292)

[6.3 Limitations 7](#_Toc177053293)

[6.4 Potential for Generalization 7](#_Toc177053294)

[7 Conclusion 8](#_Toc177053295)

[List of Sources 9](#_Toc177053296)

[List of AI tools used - if needed, otherwise delete! 10](#_Toc177053297)

[Appendix - if needed, otherwise delete! 11](#_Toc177053298)

# List of Figures - if needed, otherwise delete!

|  |  |  |
| --- | --- | --- |
|  |  | Page |
| Fig. 1: | Title | x |
| Fig. 2: | Title | x |
| ... |  | ... |
| Fig. n: | ... | x |

Here you can see the manual variant of a list of figures that is created with the help of an invisible table. You can therefore use this table as a template. Alternatively, Word offers the option of automatically generating a list of figures. If you know and master this function, then you can of course use it. The finished list of figures should then look similar to this template.

# List of Tables - if needed, otherwise delete!

|  |  |  |
| --- | --- | --- |
|  |  | Page |
| Tab. 1: | Title | x |
| Tab. 2: | Title | x |
| ... |  | ... |
| Tab. n: | ... | x |

Here you can see the manual variant of a list of tables that is created with the help of an invisible table. You can therefore use this table as a template. Alternatively, Word offers the option of automatically generating a table directory. If you know and master this function, then you can of course use it. The finished list of tables should then look similar to this template.

# List of Abeviations - if needed, otherwise delete!

|  |  |
| --- | --- |
| APA | American Psychological Association |
| … | … |
| … | … |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Only abbreviations that do not correspond to everyday language use should be included here.

Abbreviations such as „ca.“, „i. e.“, or „etc.“ therefore do not have to be listed.

**Attention:** Three lines below this red text, a section change is inserted again, because on the next page with chapter 1 the Arabic page numbering begins. You must also not delete this section change!

# Introduction

This document is intended to fulfil two functions at the same time. On the one hand, we provide you with a format template for your Master Thesis (60 pages). On the other hand, we would like to give you some general information for working on your Thesis and for the preparation of scientific papers in general. This starts with the recommendations for a good introduction. The recommended division of an introduction into three steps applies to all scientific papers.

1. Problem statement

An introduction should begin with a problem statement for the Thesis. The reader should understand why it was important for the author to write the following 60 pages in the Thesis. For this purpose, formulations and text elements from the PSW may be used again in the Thesis. The problem statement of the Thesis deals with the questions already answered in the first chapter of the Project Study Work (PSW).

1. Reserach Question

Then name the research question in one sentence, which is to be answered with this Thesis.

1. Procedure

The third component of an introduction explains the following main chapters of the present work. This is a verbal underpinning of the structure. Here, the reader not only learns in a somewhat wordier way than in the table of content what is thematically dealt with in the following main chapters, but why this is dealt with with to answering the leading research question. Each chapter you write now must make a recognizable contribution to answering the leading research question of the present work. Each chapter serves a sub-aspect that is important in order to be able to answer the research question at the end of the paper.

This is how it would sound for the present Thesis: In the following chapter 2, theories from area X, Y, and Z will be considered. These should serve to clarify important terms and to assess whether models and theories from area X, Y, and Z can be identified here, which can help to answer the research question of the Thesis. The following chapter 3 is then about the methodolocial approch of the Thesis. Chapter 4 then serves for the analysis of the gained empirical data. In chapter 5 the results of the theoretical and empirical work are presented and the reserach question is answered. This is followed by a reflection on the limitiaions and the potential for generalization. Chapter 6 concludes with a reflection on the findings gained in the Thesis.

# Findings from previous Work

The following chapters are given as examples and must be adapted to your own requirements.

## Findings theory overview area ABC from Project Study Work

…

## Findings theory overview area XYZ from Project Study Work

…

## Findings on methods from Project Study Work

…

## Further previous findings (if required)

…

# Literature review

## Theory A

…

## Theory Y

…

## Theory K

…

## Summary

…

# Methodological approach

## Justification of the chosen method

…

## Research design

…

## Data collection

…

## Results of the data collection

…

# Analysis of the data

## Analysis 1

…

## Analysis 2

…

## Analysis 3

…

# Results

## Evaluation of the analysis results

…

## Recommendations

…

## Limitations

….

## Potential for Generalization

….

# Conclusion

…

# List of Sources

To create the list of sources, please refer to the Guidelines for Scientific Work in your OnlineCampus.

Please format all sources with the "List of Sources" style so that they can be read well. Please format all sources with the "List of Sources" style so that they can be read well.

Please format all sources with the "List of Sources" style so that they can be read well. Please format all sources with the "List of Sources" style so that they can be read well.

Please format all sources with the "List of Sources" style so that they can be read well. Please format all sources with the "List of Sources" style so that they can be read well.

# List of AI tools used - if needed, otherwise delete!

|  |  |
| --- | --- |
| **Chapter, Page** |  |
| **AI Tool, Date** |  |
| **Method of use** |  |
| **Used prompts / orders /  requests to the AI tool** |  |

|  |  |
| --- | --- |
| **Chapter, Page** |  |
| **AI Tool, Date** |  |
| **Method of use** |  |
| **Used prompts / orders /  requests to the AI tool** |  |

|  |  |
| --- | --- |
| **Chapter, Page** |  |
| **AI Tool, Date** |  |
| **Method of use** |  |
| **Used prompts / orders /  requests to the AI tool** |  |

# Appendix - if needed, otherwise delete!

The appendix contains information about the work that is too extensive to be included in the actual chapters. The pages are still numbered in Arabic. If you list several appendices, please open the appendix with an appendix directory first. This looks like a list of figures or tables and is located on the first page of the appendix. If you then refer to a document in the appendix within your scientific work, the reference in brackets (see appendix) or in case of several appendices (see appendix X) is sufficient