



Munich School of Management
Institute of Informatics

M.Sc. in Media, Management and Digital Technologies

Information on MMT Master's Theses

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MMT

www.mmt.bwl.lmu.de

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Objectives and structure



“In the Master thesis students prove their ability to apply scientific methods independently and to write an original piece of research.”

Key Facts

- Scope & Timing: mandatory **30 ECTS** module (~900 hours) recommended in **4th** semester
- Grading: based solely on the **written** thesis
- Presentation/Colloquium: - depends on supervising chair for **PStO 2016**
- mandatory for **PStO 2018** (starting with WS18/19 intake)
- Duration: max. **22 weeks** starting with official registration of the thesis at the ISC

Student skills

- Deal with a **scientific problem** within a fixed time frame
- Develop and formulate relevant central **research questions**
- Develop research based **arguments**
- Tackle the problem with subject-related **standard methods**
- Develop a research-based **judgement**
- **Write academically** (verbally adequate and formally correct)



Following MMT associated chairs are perfectly suitable to supervise your theses



Prof. Hess



Prof. Spann



Prof. Kranz



Prof. Hußmann
Prof. Butz



1. **Self-initiative:** Get in contact with the chair that you are interested in and apply for the supervision of your thesis. Be aware of restricted capacities.
2. **Scientific topic:** LMU master thesis are much more scientific papers than practice projects. Therefore, not all topics are suitable for such a thesis.
3. **Decentrality:** LMU chairs are organized decentrally in a sense that they decide which theses they supervise. Plan in advance and get in touch!

- If you have a specific interest in a topic covered by another chair of the
 - Munich School of Management
 - Institute of Informatics
 feel free to contact the chair and inform Dr. Bodenstein-Köppl about your plans.

Writing abroad or in cooperation with a company is possible but requires some additional effort and coordination

Independent of where you intend to write your thesis and whether you write it on a practical/applied topic, **you always need an academic LMU supervisor.**

Writing **abroad**

- Requires coordinative effort and additional planning beforehand
- Possible complications with internal requirements (e.g. mandatory colloquium)



Writing with a **company**

- Requires particular focus on scientific rigor to yield a sufficiently academic thesis
- Especially complicated to organize if partner company is not based in Munich



Always discuss plans with your academic supervisor well in advance (~ 2 months). Additional coordination effort and a high amount of reliability is inevitable.

Independently of topic and chair you have to follow these basic steps

1. Contact your potential supervisor
2. Prepare a topic or discuss research topics offered by the supervisor
3. In some cases you start by writing an exposé and discussing it with the supervising professor
4. When admitted, fill out the registration form (one copy for: you, supervisor, ISC each) - please also inform Dr. Bodenstein-Köppl about your start date
5. The 22 week period starts with the time of submission (specified on the registration form)
6. Write thesis in regular contact with supervisor
7. Hand in your thesis in two bound hard copies and a digital file at the ISC (L28, Room 23) and your supervisor before the 22 weeks expire



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Anmeldung

Bachelorarbeit Masterarbeit

Betriebswirtschaftslehre Wirtschaftspädagogik I Wirtschaftspädagogik II
 Media, Management and Digital Technologies (MMT)

Bitte 3-fach (nicht handschriftlich) ausfüllen:
 1 x für die Studentin / den Studenten,
 1 x für die Referentin / den Referenten,
 1 x für das ISC

Matrikelnummer: _____ Geburtsdatum: _____

Name, Vorname: _____

Email: _____

Telefon: _____

Thema der Abschlussarbeit: _____

Referentin/Referent: _____ Betreuerin/Betreuer: _____

Vergabedatum: _____ Abgabedatum: _____

Ich nehme zur Kenntnis, dass meine Arbeit zum Zweck der Plagiatserkennung in elektronischer Form an externe Dienste weitergegeben und auch auf externen Servern gespeichert werden kann.
 Bitte beachten Sie folgenden Hinweis zur Wiederholung der Abschlussarbeit:
 Sobald Sie Ihre Abschlussarbeit in Ihrem 8. Fachsemester (Bachelorarbeit) bzw. 6. Fachsemester (Masterarbeit) abgeben, gilt diese Arbeit als der Zweitversuch und Sie haben im worst case keine Wiederholungsmöglichkeit mehr.

Unterschrift der Referentin/des Referenten: _____ Unterschrift der Studentin/des Studenten _____

München, _____ München, _____

Dienstgebäude Öffentliche Verkehrsmittel
 Ludwigstr. 28, VO, Zi. 023 U5, U6 „Universität“
 80539 München

FAQ (1/4)

- ***Is there a specific date at which to register the master thesis?***

There is no compulsory date to register. What you should bear in mind is that your submission date determines the semester of your graduation (in the case that all exams are passed already). For a graduation in the summer semester you must physically submit during that semester.

However, there are some chairs that have internal registration deadlines.

- ***Would it be possible to register the thesis from e.g. July to October although the period of writing is 5 months?***

The submission date is the date of your physical submission. You can hand in your thesis at any time during the period from registration until 22 weeks after registration.

- ***Whom do I talk to/How does it work if I find a research project at my semester abroad at which I want to write my thesis?***

You will need a LMU supervisor in any case. It is possible to write your thesis abroad as long as one of the MMT chairs supervises the thesis.

FAQ (2/4)

- ***How is the process to register a thesis at LMU? Is an e-mail to the professor enough or are there documents to be filled out?***

You can either look for potential topics online at the institute homepages or suggest a topic to a research assistant or professor that you think is suitable for the supervision. The supervisor will then request the registration of that topic for the agreed time period with the official registration form.
- ***Can I write a master thesis in the 4th semester and then finish some of the courses in the 5th?***

Yes, you can.
- ***Can I write at any chair of BWL and Medieninformatik or are there limitations?***

Please see the overview on page 4.
- ***Each chair has different requirements. Can we stick to the requirements of the individual chair we are writing at or are there specific MMT requirements? E.g. Medieninformatik requires a practical part, BWL more research...***

You will have to stick to the requirements of your supervising chair.

FAQ (3/4)

- ***Which documents would you need from a company if we want to write our thesis there?***
This should be discussed with a potentially supervising MMT chair.
- ***Are there special topics for MMT students?***
There are no set topics for MMT students. I would suggest to find a topic that (i) builds on your prior studies, (ii) may be interesting to potential employers (the topic of your thesis appears on your final certificate) and (iii) you are interested in!
- ***How long do we have time for the thesis?***
22 weeks from registration.
- ***Are there any restrictions according to the topic?***
No restrictions as long as they are offered by the MMT associated chairs.
- ***Is it possible to take a topic with a practical part like coding? If yes, is the code also graded?***
That is indeed possible. All parts of your thesis (text, data analysis, programming etc.) influence your grade of the thesis if not otherwise agreed.

FAQ (4/4)

- ***Can we start with the thesis before we registered for it?***

The exam regulations suggest that you start with your thesis at the official date of registration.

- ***How many pages is the thesis supposed to be?***

PStO 2016: The thesis should consist of 150.000 - 160.000 signs (incl. spaces, not including content tables, footnotes and the appendix).

PStO 2018: due to the mandatory colloquium the thesis of the new PStO should consist of 120.000 - max.140.000 signs.

- ***Can we start writing the thesis in the 4th semester and take time until the middle of the 5th semester?***

Yes, you can. If all exams are passed, your graduation date is the date of physical submission. If not all exams are passed at time of submission, the graduation date is the date that you pass your last exam.