Guidelines for Bachelor- & Master-Theses and Project Works
at the Chair of Corporate Sustainability
Brewery and Food Industry

1. Topic Assignment

- Check if you fulfill the **formal requirements** for starting a thesis according to your examination regulations (e.g. check FPO for TUM BWL)

- There are two ways for writing a thesis or project work at our chair:

  **Either**: Check our homepage and choose one of the topics offered there. ([www.sustainability.wi.tum.de](http://www.sustainability.wi.tum.de)). Familiarize yourself with the basic literature.

  **Or**: Suggest an own topic:

  **Topic Area**: We only supervise theses dealing with sustainable entrepreneurship or sustainability innovation and which are related to our research project EU-InnovatE. Please visit the official project homepage ([www.euinnovate.com](http://www.euinnovate.com)).

  **Business Sectors**: We are particularly interested in the following industry sectors: “Living”, “Food”, “Energy” and “Mobility“.

  **Business Cooperations**: We support application- or practice-oriented topics in cooperation with other businesses or organizations if these relate to our research.

- **Language**: We solely supervise theses and projects works written in English.

- **Exposé**: For both advertised and suggested topics you are required to write a concept paper of about 8 pages. For topics suggested by you, we will make our decision whether we can supervise your thesis based on this concept paper. The exposé should contain the following points:

  1. Problem Definition & Research Questions
  2. Literature Review/Conceptual Framework
  3. Research Methodology (Design & Methods)
2. Supervision

- Your first contact person at our chair will be the research assistant indicated under the specific topic proposal. Once you have chosen a topic, please contact the respective supervisor to arrange a first meeting.

- The first meeting will take place together with the respective research assistant. At this point, you will discuss your topic in further detail, review your concept paper and thereby, finally define your topic more precisely.

- In a second meeting with the supervisor you can discuss the process of your work.

- A third meeting can be held at a later time if necessary.

3. Formal Design

- **Extent**: The number of pages, as well as the processing time depend on the respective regulations of your study program.

- **Format**: DIN A4, portrait format, page margins: top: 2 cm, bottom: 2 cm, left: 4 cm, right: 2 cm, header and footer: 1,5 cm.

- **Running text**: Font size: 12 pt, font: Times New Roman, line spacing: 1,5 Zeilen with a spacing of 6 pt after each paragraph and 0 pt before each paragraph, full justification.

- Emphases (bold, italic,...) and underlinings are to be used as little as possible and consistently. Use emphases as subtly as possible: italics is much better than bold, while bold is better than underlinings.

- **Citations**: Use a consistent method of citation

- **Overall structure**:

  Cover (see template above)
  Table of Contents
  Table of Abbreviations
  Table of Figures

  1. Introduction
  2. Conceptional Framework
2.1 Literature Review
2.2 Overview of the research fields
   2.2.1 e.g. Distinctive features of sustainable entrepreneurship
   2.2.2 …
   ….

3. Methodology
4. Discussion
5. Conclusion

Literature
Annex
Affidavit

- Format Literature:

Buch:

AUTHOR (Year): „Main title [: Subtitle][.]“ [Volume] [Edition] Place: Publisher.


Articles in compilations:

AUTHOR (Year): „Main title [: Subtitle][.]“ In: Author (Year):“Main title [: Subtitle][.]“ [Volume] [Edition] Place: Publisher, Pages.


Artikel:

AUTHOR (Year): „Main title [: Subtitle][.]“ In: Journal, [Year], [Number], Pages.


Conference Paper:

AUTHOR (Year): „Main title [: Subtitle][.]“ In: Name of conference, Place, Pages.


Internet Sources:

4. Literature References

- For further questions concerning the formal design of Bachelor- or Master-Theses we recommend the following books:


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