

## Capstone Project

Module Code: MBCP

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	<ul style="list-style-type: none"> <li>Submission of the Capstone Thesis</li> <li>Completion of modules totaling a minimum of 50 ECTS</li> </ul>	MA	25	750 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimaldauer: 1 Semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Holger Sommerfeldt (Capstone Thesis) / Degree Program Advisor (SGL) (Capstone Thesis Defense)

### Contributing Courses to Module

- Capstone Thesis (MBCP02)
- Capstone Thesis Defense (MBCP03)

### Module Exam Type

#### Module Exam

#### Split Exam

##### Capstone Thesis

- Study Format "Distance Learning": Written Assessment: Caspstone Thesis
- Study Format "myStudies": Written Assessment: Caspstone Thesis

##### Capstone Thesis Defense

- Study Format "myStudies": Oral Assignment
- Study Format "Distance Learning": Oral Assignment

**Weight of Module**

see curriculum

**Module Contents****Capstone Thesis**

- Capstone Thesis
- Capstone Thesis Defense

**Capstone Thesis Defense****Learning Outcomes****Capstone Thesis**

On successful completion, students will be able to

- Produce an academic paper, demonstrate competencies acquired during their MBA studies as well as provide evidence of their acquired knowledge of a specific problem.
- reflect the current academic knowledge regarding the chosen topic.
- make use of respective theoretical knowledge specific to the chosen practical case, and culminate in a number of recommendations regarding practical courses of action.

**Capstone Thesis Defense**

On successful completion, students will be able to

- to provide evidence of their ability to transfer professional and methodological expertise to a practical case.
- demonstrate that he/she can actively take part in a thematically oriented discussion with a subject area expert.
- display presentation-specific communication techniques in the context of a goal-oriented, academic interaction.

**Links to other Modules within the Study Program**

**Links to other Study Programs of the University**

## Capstone Thesis

Course Code: MBCP02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		22.5	Completion of modules totaling a minimum of 50 ECTS

### Course Description

The students independently prepare the written capstone thesis. The aim of the capstone thesis is to effectively apply the knowledge acquired throughout the MBA course to an academic paper that has a thematic reference to the MBA course. The thesis can consist of a business plan or a consulting report. The thesis is an independent piece of work, that, with the guidance of a supervisor, seeks to scientifically analyze and critically discuss a chosen issue, and suggest possible solutions. The topic should be chosen from the student's area of specialization and the thesis should demonstrate their acquired competence in this area, whilst also enriching and rounding out the student's academic knowledge. Completion of this course is designed to prepare the student for the needs of their future career path.

### Course Outcomes

On successful completion, students will be able to

- Produce an academic paper, demonstrate competencies acquired during their MBA studies as well as provide evidence of their acquired knowledge of a specific problem.
- reflect the current academic knowledge regarding the chosen topic.
- make use of respective theoretical knowledge specific to the chosen practical case, and culminate in a number of recommendations regarding practical courses of action.

### Contents

- The content of the capstone project shall be decided upon by the MBA student, together with their supervisor. However, supervisors have the right to recommend specific topics for students. The capstone thesis can take the format of a business plan or consulting report.
- A business plan

should include, at least, the following points (Note: this is not a compulsory structure):

- 1 Summary
- 2 Description of the planned product/the service offer
- 3 Founding team
- 4 Market analysis
- 5 Marketing and sales planning
- 6 Company and organization
- 7 Financial planning
- 8 Literature

- A consulting report should include, at least, the following points (Note: this is not a compulsory structure):

- 1 Summary
- 2 Problem description and circumstances
- 3 Advisory tasks:
  - 3.1 Goal setting and challenge
  - 3.2 Method
  - 3.3 Analysis
  - 3.4 Recommendation
- 4 Literature

#### Literature

#### Compulsory Reading

#### Further Reading

- Bailey, S. (2011). Academic writing for international students of business (3rd ed.). Abingdon: Routledge.
- Bender, S. L. (2003). Producing the capstone project. Dubuque, IA: Kendall Hunt Publishing.
- Swales, J. M., & Feak, C. R. (2012). Academic writing for graduate students: Essential tasks and skills (3rd ed.). Ann Arbor, MI: Michigan Series in English for Academic & Professional Purposes.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Thesis
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Caspstone Thesis

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
675 h	0 h	0 h	0 h	0 h	675 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Thesis
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Caspstone Thesis

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
675 h	0 h	0 h	0 h	0 h	675 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

## Capstone Thesis Defense

Course Code: MBCP03

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		2.5	Submission of the Capstone Thesis

### Course Description

The thesis defense is undertaken after handing in the capstone thesis. It will take place at the invitation of the supervisor. A second examiner will also be present alongside the supervisor. The students have to prove that they have independently produced the content in the capstone thesis by providing a detailed presentation of their project. The thesis defense should consist of the most relevant information from the report (including methodology, research, project outcomes, and recommendations), followed by a question-and-answer round led by the supervisor.

### Course Outcomes

On successful completion, students will be able to

- to provide evidence of their ability to transfer professional and methodological expertise to a practical case.
- demonstrate that he/she can actively take part in a thematically oriented discussion with a subject area expert.
- display presentation-specific communication techniques in the context of a goal-oriented, academic interaction.

### Contents

- The capstone thesis defense consists of a presentation of the most important results of the capstone project followed by the student answering questions from the examiners/experts.

### Literature

#### Compulsory Reading

#### Further Reading

- Subject specific chosen by the student

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Thesis Defense
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
75 h	0 h	0 h	0 h	0 h	75 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Thesis Defense
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
75 h	0 h	0 h	0 h	0 h	75 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides