Capstone Thesis

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.

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

1. Description of the planned product/the service offer
2. Founding team
3. Market analysis
4. Marketing and sales planning
5. Company and organization
6. Financial planning
7. 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:
   1. Goal setting and challenge
   2. Method
   3. Analysis
   4. Recommendation
4. Literature

Capstone Thesis Defense

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.

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.