



UNIVERSITY OF
HOHENHEIM

Guideline for a Bachelor's Thesis in Innovation Management

Chair of Innovation Management

Prof. Dr. Bernd Ebersberger

February 2025

Table of Contents

1	GENERAL INFORMATION.....	1
1.1	What You Can Expect.....	1
1.2	What We Expect.....	1
1.3	Plagiarism	1
1.4	Guidelines for Academic Writing	2
1.5	Language	2
2	INFORMATION ON THE BACHELOR THESIS	2
2.1	Aims	2
2.2	Process	2
2.3	Bachelor Thesis in Collaboration With a Company	3
2.4	Submission	3
2.4.1	Length	3
2.4.2	Evaluation.....	3
2.4.3	Non-disclosure.....	3
2.4.4	Transcription.....	4
2.4.5	Data.....	4
2.4.6	Changes	4
2.4.7	Formal Requirements	4
3	APPENDIX.....	5

1 General Information

We are looking forward to working with you and supporting you when writing a bachelor's thesis.

This document contains important information about the process that help you to see what to do and that makes the process transparent. If something is unclear, please contact Madeleine Möller (madeleine.moeller@uni-hohenheim.de).

1.1 What You Can Expect

- Support and guidance in regular meetings
- Transparency in our requirements & grading

1.2 What We Expect

- Conformity with academic standards (no plagiarism – see below)
- Good preparation (check ILIAS & our website)
- Proper and timely communication

1.3 Plagiarism

Academic papers must be written with a high degree of clarity in terms of both identification and presentation of the literature used and the distinction between your own arguments and the opinions or information of third parties. It is your duty and responsibility to ensure that all content of the paper is transparent and verifiable.

Plagiarism in academic work is considered to have occurred if you present third-party intellectual property or a third-party work as your own work without acknowledging the third-party literature used or you present part of a work or use text taken from a work written by you and already used for a different purpose, without appropriate acknowledging the prior use. This applies to all media, i.e. books, scientific journals, magazines, newspapers and other print media as well as digital sources. Plagiarism is defined as such regardless of whether the incorrect impression of authorship is the result of a deliberate act or mere negligence. Under copyright law authors are forbidden to present third-party intellectual property as if it were their own, i.e. without identifying it as third-party intellectual property and clearly distinguishing it from their own work.

All written work submitted to the Chair for Innovation Management (e.g., seminar papers, presentations, bachelor theses, master theses) will be checked for plagiarism using a standardized plagiarism detection tool. In cases of misconduct we will follow the guidelines and procedures of the Faculty and the University of Hohenheim.

1.4 Guidelines for Academic Writing

For your writing, for your tables and diagrams, as well as for citations please use the most recent version of APA. However, do not use double spaced paragraphs, rather use a spacing of 1.2 and a 11pt font (Times New Roman or Arial).

1.5 Language

Bachelor theses can be written in English or German. Choose the language you feel most comfortable in. Regarding the language of interview transcripts see Section 2.4.4.

2 Information on the Bachelor Thesis

2.1 Aims

With the successful completion of a bachelor's thesis students

- prove their ability to individually work on a specific research project by correctly applying principles of academic work.
- show that they are able to solve problems in the field of innovation management according to scientific state-of-the-art (mostly) with application in mind.
- be able to discuss the content of their Bachelor thesis.

2.2 Process

Step 1: The bachelor's thesis is assigned via an Ilias survey. Here you enter your preferences and your planned official registration date. You can find the survey and further information in [Ilias](#).

Step 2: After being assigned to the Chair for Innovation Management, we will contact you via e-mail. Therefore, please regularly check your University of Hohenheim e-mail account. We will ask you for your research interests and some background about previous courses. Please provide the data until the indicated deadline. Otherwise, you will forfeit your spot for supervision.

Step 3: Based on your interests and specializations, we will assign you a supervisor who will contact you directly. With your supervisor you schedule a meeting in which you will receive the topic of your thesis and start the writing process.

Step 4: You prepare your thesis under the regular supervision of your supervisor. You take the initiative to interact with your supervisor regularly. You will work on your bachelor's thesis for two months. Extensions are only possible in really exceptional cases.

2.3 Bachelor Thesis in Collaboration With a Company

Due to the time limit of the bachelor thesis, **we do not offer theses in cooperation with companies.**

2.4 Submission

You submit the bachelor thesis at the examination office and stick to the officially assigned deadline. Questions about the submission will be answered by the examination office (<https://www.uni-hohenheim.de/pruefungsamt-abschlussarbeiten>).

2.4.1 Length

The length of the bachelor thesis should be approximately **12.000 words (+/- 10%)** with some flexibility for empirical work that can have about 10.000 words (+/- 10%).

The value of the bachelor thesis is 12 ECTS. Please expect a work load of 360 hours which is 12 ECTS.

2.4.2 Evaluation

The bachelor thesis is evaluated according to the evaluation criteria

- Quality of content
- Quality of structure
- Quality of formal aspects

2.4.3 Non-disclosure

Non-disclosure is only possible in exceptional cases and **cannot exceed 5 years**. For non-disclosure, an informal request has to be handed in together with the research proposal (cf. Section 2.3). In case a bachelor thesis has a blocking note there are two options:

- **Option A:** All firm- and competition-relevant data is given in the appendix which is not accessible for the public. The non-disclosure is only valid for the appendix. The prerequisite is that the bachelor thesis must lead to meaningful results without the appendix.
- **Option B:** There is a “secret version” of the bachelor thesis including the relevant data, which is not disclosed. Consequently, in the “public version” only the introduction and theoretical part of the thesis have to be provided in order to allow public access.

Public access means that that the thesis is available at for inspection and certain content may inform lectures, courses and seminars taught by members of the Chair of Innovation Management.

In case a bachelor thesis has a blocking note the thesis needs to contain a non-disclosure statement at the beginning of the thesis. The non-disclosure statement has to be signed by the student himself/herself in person.

2.4.4 Transcription

Students who conduct interviews as part of their data collection have to hand in the transcriptions of those interviews with the submission of their thesis.

Interviews can be transcribed in English or in German. For interviews in any other language, an English or German version of the transcription have to be provided in addition to the transcription of the interview in the original language.

Regarding the submission of the transcriptions, students can choose between two options:

- Option 1: Transcriptions as part of the appendix at the end of the thesis
- Option 2: Transcriptions saved on a CD or USB-device which is enclosed with the thesis and filed in the book cover at the end of the thesis.

2.4.5 Data

Data that is used for analysis in the thesis has to be submitted with the thesis as well.

2.4.6 Changes

The structure might only be changed upon the agreement of the supervisor.

The number of words might only be exceeded upon prior agreement of the supervisor.

2.4.7 Formal Requirements

For submission of the thesis please refer to the regulations of the examination office.

In addition, a digital version (pdf) has to be submitted to your supervisor. The name of the document has to be as follows: **Surname_Name_BT.pdf**. In addition, please attach your data as well. Supervisors might request a doc/docx version of the thesis.

3 Appendix.

Non-Disclosure

This bachelor thesis contains competition-relevant data and must therefore remain undisclosed for a period of ... years.

Approval for disclosure: Day / Month / Year

Place, Day / Month / Year
Surname)

Signature (First name /

Further Information

If you have further questions, please contact

Madeleine Möller (madeleine.moeller@uni-hohenheim.de)