### 1. Title of the Thesis

Insert title.

### 2. Background and Motivation

Here, the problem area to which the work should contribute a solution is deepened and described. The meaning and benefits of the work are explained.

The objective is to convince the reader of the relevance of the desired work. If present, it is possible to insert references or experience the student has in the topic or area in question.

### 3. Objective

What goals does the work aim to achieve? Which targets are addressed?

### 4. State of Scientific Knowledge and Placement

On which sources is the proposed work based? Which results were already achieved in this topic? How does the proposed work differ from these sources? How is the subject related to current topics?

### 5. Methodic Procedure

Which research methods are proposed to achieve the goals?

### 6. Problem definition

This is the main part of the Exposé and should be delivered graphically i.e. as a flow chart/diagram (What builds on what? How? Why?) as well as a description with emphasis on:

* Relations between modules/elements of the flow chart
* Which problems are expected and which possible solutions exist.

### 7. (Preliminary) Outline of the Thesis

The (preliminary) outline of the Thesis report is derived from the previous problem definition, but is not identical to it! It represents the logical structure of the proposed work, in a comprehensible and coherent manner.

### 8. Expected Results

Derived from the objective of the Thesis it should contain a description of what kind of results will be pursued and in what form they will be presented. With reference to the background of the Thesis, it should explain which scope of the research problem is being investigated and which aspects may be disregarded and why.

### 9. Preliminary Timetable

The timetable is based on the elements defined in the problem definition combined with chronological information. It is constantly adapted for self-control by the student (s).

Example/template:

|  |  |  |  |
| --- | --- | --- | --- |
| Milestone | Date from | Date to | Task |
| ◊ | 02.01.2019 |  | Start and registration of Thesis |
|  | 02.01.2019 | 15.01.2019 | Literature review |
| ◊ | 16.01.2019 |  | Preliminary outline and consultation |
|  | 17.01.2019 | 01.02.2019 | Research |
|  | 27.01.2019 | 10.02.2019 | Untersuchungsbaustein 2 |
| ◊ | 15.02.2019 |  | Zweite Konsultation |
| ◊ |  | 20.02.2019 | Erstellen der Endfassung |
|  | 21.02.2019 | 26.02.2019 | Korrektur und Druck |
| ◊ |  | 27.02.2019 | Abgabe |

### Note:

The scope of the Exposé should not exceed 3-5 pages. The document will be prepared by the student(s) and discussed with the supervisor.

### Sources:

|  |
| --- |
| **Jung, Hans** [*Allgemeine BWL, 2002*]: Allgemeine Betriebswirtschaftslehre, 8., überarb. Auflage, München, 2002. |
| **Schäfers, Wolfgang** [*Unternehmensimmobilien, 1997*]: Strategisches Management von Unternehmensimmobilien-Bausteine einer theoretischen Konzeption und Ergebnisse einer empirischen Untersuchung, in: Schulte, Karl-Werner (Hrsg.): Schriften zur Immobilienökonomie, Bd. 3, European Business School, Oestrich-Winkel, Diss., Köln 1997. |
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