

Master Thesis Guidelines

Master in General Management

Students can choose to write a Master Thesis as part of their studies and validate 18 ECTS. As a general rule, the Master Thesis can be validated earliest during the third semester of the program. Nevertheless, you can submit the application forms and start the Master Thesis as soon as you have acquired at least 30 ECTS. You will find all administrative details in the program website.

The Master Thesis

The goal of the Master Thesis is to deepen a specific subject and to respond to one or more research questions thoroughly and scientifically. You need to identify/formulate a well-defined research question aiming to solve a problem or to fill a gap in the literature. The Master Thesis can take different forms depending on the area and topic that you are investigating (literature review, empirical analysis, method or software development, etc). Talk early enough with your supervisor to define the topic of your Master Thesis and to discuss about the content and structure of the report. In the end, the report has to have publication quality meaning that, it does not have language, format or conceptual mistakes.

How extensive should the report be? Some basic formatting

- Total length – max 20 pages (excluding references, tables and annexes).
- Include a title page, found at http://www.unine.ch/files/live/sites/mscgem/files/current%20students/UNINE_FSE_MScGeM_cover_page_Research_thesis_EN.docx
- Font 11 or 12 –point.
- Text alignment – left and right justified with normal margins of 2.5 cm.
- Line spacing –1.5.
- Use a simple, neutral, academic tone.
- Tables and figures should be self-explanatory with axes clearly labeled.
- Numbers in tables and figures should be rounded to a sensible number of digits (e.g. 1.23 instead of 1.2346746).

Avoiding Plagiarism

The University of Neuchatel fights against plagiarism. Get informed about the basic guidelines <https://www.unine.ch/seco/en/home/etudiant-e-s/prevention-du-plagiat.html>. You should cite appropriately all articles, books and internet sources used to obtain information used in the report. Any formulation, idea, research, reasoning, or analysis that is borrowed from another author should be correctly and accurately indicated as such, with the original source cited. Note that Wikipedia and other online sources can be particularly problematic: as a rule, finding and citing the original source shows you have verified the information and helps you avoid plagiarism.

You will need to sign a pledge of honor and submit it with your report. In case of plagiarism, the student fails the report and administrative sanctions and disciplinary consequences may apply.