

EXPLICIT, MINIMAL CRITERIA TO PASS EACH GATE

Updated version 2023-24

MINIMAL Criteria to pass to each gate

Green light to pass GATE #1, if

- You’ve had effective* 1-to-1 interaction with your supervisor
- Your supervisor has approved (≠received) your research topic and research question
- You’ve explained the rationale for your research and have identified the potential impact/relevance for you, the BBM program and the company
- You’ve drawn up an initial bibliography, with at least 5 specific and 3 generic academic sources that are relevant to your topic

Green light to pass GATE #2, if

- You’ve had effective* 1-to-1 interaction with your supervisor
- You’ve adequately described the results of your desk research in a coherent text (*two thirds finalized, so no draft, not just a long list of articles or copy-paste*) **
- Your supervisor has validated (≠received) your field research approach (*interviews, survey, focus groups, observations*) **
- You’ve established a clear link between field and desk research **
- You’ve applied business theory models to your research, with at least a full SWOT analysis related to the company’s business **
- Your methodology has been approved and you have participated in the mandatory methodology workshop **

Green light to pass GATE #3, if

- You’ve had effective* 1-to-1 interaction with your supervisor
- You’ve collected and analysed valid data from at least two field research methods (including relevant target audience & minimum sample size in case of a survey) **
- You’ve submitted a first version (V1) and have revised this version based on your supervisor’s feedback **
- You’ve submitted a second version of the thesis (V2), which is 75% finished and has been checked by Turnitin **
- You’ve formulated actionable recommendations (*ie. need to be feasible, relevant & specific to the company, include basic ROI for each recommendations*) **
- You’ve identified areas for further research **

Thesis submitted & oral presentation

- Final Thesis 100% finished
- Turnitin confirmation that no plagiarism was observed
- Presentation support (*in powerpoint/prezi/PDF/...*), with focus on conclusions & recommendations