INSEEC WINE & SPIRITS

INSTRUCTIONS AND ADVICES

FOR THE APPLIED RESEARCH

THESIS

GENERAL INSTRUCTIONS

1- Handing over your thesis:

The deadline for submitting your thesis is **July 6th, 2020.**
Once submitted, your thesis can no longer be modified, or re-submitted. **No late submission** will be authorized.
Please note that **the due date is the same for both versions** (PDF + paper version). If sent to the school by post at the very last moment, the date on the post office stamp HAS to be July 06th!
If you are abroad, the paper version is still compulsory. Please check with classmates or family to have it submitted directly to the school.
The Thesis must be minimum 50 pages (Annexes not included).

2- Plagiarism:

Over 20% of plagiarism, the school will refuse your final essay with no possible remedial changes for your Academic Year 2019-2020 results. You will be authorised to re-write your thesis over the following Academic Year (2020-2021).

3- Oral defense:

The Oral Defence “soutenance” is compulsory. Date are imposed by the school from the beginning of September. Your presence in Bordeaux is compulsory if you are based in France. Skype orals can be organised for offshore students for professional reasons only (subject to a notification from the employer).

4- Second chance in December:

A second chance for submitting in December is possible if you have submitted in July but did not get a passing grade:

- i.e. a minimum of 07/20 (written dissertation + oral) and a general average grade inferior to 10/20.

5- Adjournment over 2019-2020:

No second chance can be given, in the cases of:

- plagiarism,
- late submission,
- requested number of pages not respected (50 and above),
- absence for the oral defence,
- Final grade (written dissertation + oral) inferior to 7/20

Calendar:

Month						
Hand in Sheet n°1	JANUARY 27					
Approval of dissertation core question and evaluation of dissertation plan						
Hand in Sheet n°2			MARCH 13			
Evaluation of progress						
Hand in dissertation					JULY 06	
Academic defense of Dissertation						END OF AUGUST or early September 2020

January: Hand in dissertation core question by mail to Gérard SPATAFORA: web@bluewine.com . Once approved by Gérard SPATAFORA, the core question (Sheet n°1 has to be email to dthebaud@inseec.com).

February: Approval of dissertation question by the dissertation tutor.

March 31: Hand-in of Sheet n°2 to your dissertation tutor.

JULY 6th: Delivery of your paper final essay 1 HARD COPY + 1 PDF version to:

Hard copy sent out by POST :

Domitille THEBAUD
INSEEC Wine and Spirits Institute
Hangar 18 Quai de Bacalan
CS9104
33070 BORDEAUX CEDEX

If a confidentiality clause is necessary, please make sure this is indicated clearly on the cover page.

Pdf version to: **further information will be sent to you by email**

September: Academic defense of Dissertation.

SUMMARY

1. Dissertation objectives

The INSEEC applied research dissertation aims to develop the individual's skills in the analysis and reflection of management issues. It provides the opportunity for the student to demonstrate his capacity to analyze a management problem or issue and to formulate operational recommendations.

The dissertation is a truly individual project in which the aim is to satisfy three categories of objectives. Indeed, the dissertation must meet the requirements of several different parties: the student, his professors and the practicing professionals.

We outline here the nature of each of these objectives:

- For the student, the dissertation is the consolidation of the final program of study which puts value on the professional aspect of the academic training. This is a vital stage which will enable a smooth transition between student life and the professional life.
- For the teaching body and the dissertation tutor, this document provides the proof that the student has benefited from their teaching. The former expects the student to put his or her acquired knowledge into practice, showing evidence of the approaches studied during the course and applying them correctly to a real business situation. The dissertation is not the gathering of information, but a piece of personally-applied and well thought-out work.
- For the professionals and the work placement coordinators, the dissertation must be in response to a managerial issue. It is expected that you apply your varied skills to the consideration of the issue in question in order to help the business in some way.

To achieve success in the dissertation it is therefore necessary to meet three categories of objectives. It is your responsibility to check during the pilot stage of your dissertation, that the objectives are mutually compatible for these areas.

Table 2 below enables you to clarify these objectives and follow up on their attainment.

Objectives	Clarification of objectives	Level of attainment (- / = / +)
Student		
Professors and Dissertation Tutor		
Business		

Table 2: Check list of objectives for parties concerned by the dissertation

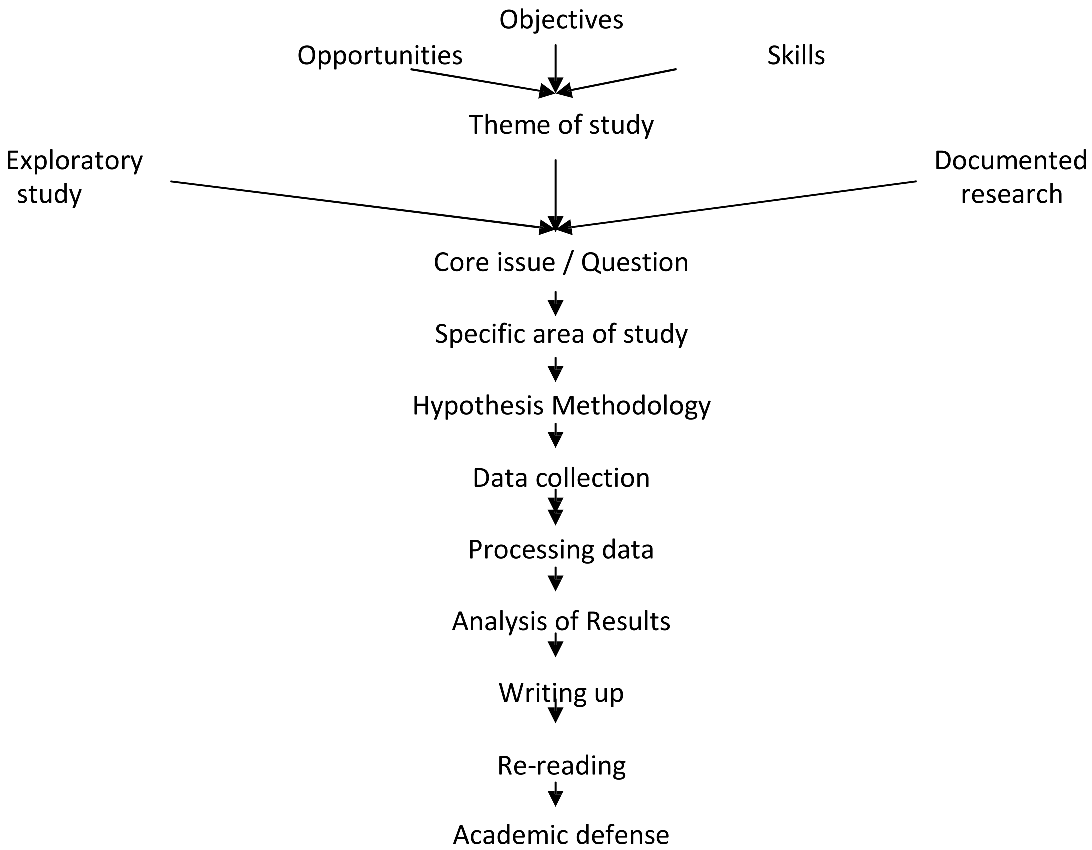
2. The stages of the dissertation

Writing a Master's dissertation involves four main stages:

- Defining the subject;
- Collecting data;
- Processing data;
- Writing up.

Figure 1: details the different stages of the dissertation. These stages are not necessarily fully sequential. For example it is possible to start writing up whilst collecting data.

Figure 1: The stages of the dissertation



The theme of the dissertation defines the area of interest. This area is chosen according to the objectives, the students' skills and opportunities available (during the work placement). These opportunities must allow both documented research and primary data collection to be carried out. Due to this requirement, the end of year work placement is most often the best field of analysis for the dissertation. If this is not possible, it is up to the student and the supervisor to agree on another field to which the study may be applied.

The term "core research issue or question" is usually used in academic research work. For the Master's dissertation, we talk about a core issue (without the adjective research) or question, taking a more managerial angle, to which we must provide answers.

For example, in academic research a question might take the following form: "Does business culture influence the sales team's attitude towards sales challenges?", whereas in the applied research dissertation a more appropriate question would be "What is the expected increase in productivity by a large wine and spirits group's sales team when a sales challenge is implemented for a particular brand?".

Table 1 explicitly shows the differences between the characteristics of these dissertations.

Table 1: Dissertation characteristics

Type of dissertation	Marking criteria	Nature
Research	Ability to find, analyze and summarize relevant literature, Define a core research issue/question, to carry out an empirical investigation, to comment on the results of the investigation.	Descriptive and normative
Applied research	Ability to put specific knowledge of a field into action and apply this knowledge in a specific area with a specific objective.	Conceptual and empirical

The core issue or question is chosen with the help of exploratory studies and documented research. Internet is a very useful tool for documented research. However it is essential to assure the reliability of the websites used.

The specific area of study explains which parts of the subject will be dealt with and which will not be dealt with. It is necessary to define the perimeter of the study. For this you can use pre-existing documents to help you (studies, articles, internal documents…).

The methodology details how exactly the data is collected: observations, qualitative and quantitative studies. It is important in this part to justify the choice of type of study and describe in detail how the study was carried out.

Processing and analyzing data must lead to a results section. This analysis must demonstrate the conceptual and managerial implications of the project.

3. Choice of subject

The choice of subject is a crucial stage in the dissertation process. For this reason it is necessary to ask yourself: « What am I looking for? ». Therefore before formulating the core issue or question, the student must decide upon the subject using a funnel shaped diagram and by defining the field of study and research aim:

- **The field of study:** Defines the limits of the general research area (e.g. a business, a sector, a market, a network…).
    - **The research aim:** Defines what will be studied within the field of study (e.g. the export strategy of small to medium sized businesses, price fixing in the wine and spirits sector…).
        - **The research subject:** Corresponds with the parties concerned in the study field and the research aim (in the previous example these would be, the management, the clients, the competition, and the suppliers).

The choice of dissertation subject is a delicate matter which depends on many personal, professional and academic factors. To aid this choice we present the decision criteria in the grid below (table 3).

Table 3: Grid to aid with dissertation subject decision

Marking criteria	Subject n°1	Subject n°2	Subject n°3
Originality of subject			
Link to program of study followed			
Personal interest			
Managerial interest			
Academic interest			
Personal usefulness of subject			
Accessibility			
Feasibility of timescale			
Feasibility of collection of data			
Feasibility of publishing results			
Feasibility of material required			

4. Planning the dissertation

Time management is one of the important aspects that must be overseen during the dissertation process. Table 4 presents a schedule for carrying out the project:

Table 4: Planning and progress of dissertation.

Stages	Planned completion (date)		Actual completion (date)	
	Start	**Finish**	**Start**	**Finish**
Definition of subject				
Documented research, Information gathering				
Reading of documents gathered				
Definition of objectives and core issue/question				Jan
Validation by tutors				Feb
Data collection, In-field study				
Analysis of collected data				
Interpretation of results				
Validation of methodology				
Writing up of dissertation				
Re-reading of dissertation				
Validation by tutors				
Printing and Hand-in				July
Preparation of academic defense				

Throughout the dissertation process, validation by the dissertation tutor must be **requested** for the essential stages (definition of core issue/question, methodological decisions…).

5. Dissertation layout

5.1 Introduction

The introduction locates the study area and presents the plan to be followed. It must evoke interest in the reader and make him or her want to read the dissertation. An introduction generally includes the following elements:

- The importance of the subject, why is the subject to be dealt with of interest?
- The current relevance of the subject: the dissertation subject often has a link with recent events which should be mentioned to further justify the interest devoted to the subject;
- The different aspects of the subject: a subject is always comprised of several dimensions (economic aspects, cultural aspects…). It is necessary to explain the different facets of the theme in question and demonstrate that you have a global understanding of the subject, whilst explaining which aspects will and will not be dealt with;
- The dissertation objective: the end point of your work;
- The working methodology: how was the information or data, collected and analyzed?
- Justification of the layout: why you have chosen to organize your dissertation in such a way rather than any other;
- Announcement of the plan followed.

5.2. Main body of the dissertation

The body of the dissertation is subdivided according to a structured and logical plan. According to individual needs it may include successively parts, chapters, sections and paragraphs.

5.3 Conclusion

The conclusion summarizes the work carried out and indicates the results obtained. It can also mention other possible methods of study for the same issue and identify new directions for the issue as well as suggest other possible study areas. It includes:

- A reminder of the objectives and methodology employed;
- The main results;
- The managerial implications;
- The limitations of your work;
- Possible extensions of the dissertation.

5.4 Bibliography

This is an important part of the dissertation that regroups all the documents (books, reviews, reports, websites…) used during the dissertation process. These documents must be classed in alphabetical order of author, whatever the document format may be.

The bibliography is found before the dissertation annexes.

5.5 Glossary

Located at the end of the dissertation, the glossary is a list which regroups and defines technical or foreign language terms which appear in the dissertation text (they should appear in italics in the main text). These terms or expressions must be classed in alphabetical order.

5.6 Annexes

Any documents used in the study which do not particularly help the reader in his or her understanding, but instead make the main body of text too heavy, should appear in the rubric of annexes. The annexes should complement the main body of the dissertation.

6. Dissertation format

6.1 Main body of the dissertation

The main body of your dissertation should include a minimum of 50 pages (typed, not including annexes). Presentation (to be strictly respected):

Style: normal

Font: Times New Roman, Size 12

Titles and subtitles: In bold, size 12, one empty line only before and after each title

Interline spacing: 1.5 and margins: 2.5 cm in all directions.

6.2 Front page

This should include the INSEEC logo, the name of the company in question, the student's name, the title of the dissertation, the title of the course, the first and last name of the student, the current year and the name of the tutor (cf. Annex 3). It should be followed by a blank page and the acknowledgments.

6.3 Acknowledgments

The acknowledgments are left to the student's discretion. They generally concern the people who have directly or indirectly intervened in the dissertation process. For example, the business, the dissertation tutor, the study institution, the director of study…

Then comes the dissertation summary.

6.4 Dissertation summary

The summary is a list of the chapters or major subdivisions featured in the dissertation. It gives a global idea of how the work was carried out. Each different subdivision should have a page number and be numbered. It is presented as follows:

1. Title 1
    - 1.1. Title 2
        - 1.1.1. Title 3
        - 1.1.2.
    - 1.2…
2.

6.5 Footnotes

Located by definition at the bottom of the page, these notes replace the repeated use of brackets which often make the text too heavy by making phrases too long and harm the reader's understanding.

6.6 Bibliographical references

For references in the main body of text, do not quote the name of the book's author, the article, nor the year of publication; the extra information (editor, name of review…) can be found in the bibliography. For bibliographical references, the standard format is as follows:

For books: Last name and first name of author (publication year), Name of book, Editor, Place of edition (example: Mintzberg Henry (1994), Grandeur et décadence de la planification stratégique, Dunod, Paris).

For Articles: Last name and first name of author, « Title of article », Title of review, Vol x, N° x, p. x- y, publication date (example: G. Koenig, « Karl. E. Weick », Revue française de gestion, N° 108, p. 57-70, March-April-May 1996).

6.7 Quotes

These must appear in inverted commas and be copied exactly. If you choose not to quote a phrase in its entirety, replace the missing part by an ellipsis (…).

It is recommended that quotes in the main body of text are not too long as they can slow down the reading and harm understanding rather than facilitate it.

6.8 Plagiary

Copying from texts without indicating their sources is the equivalent of plagiary. Internet makes it very easy to commit this error using the copy-paste tool. Do not let yourself be tempted by this solution during the course of your dissertation.

It is not only intellectual robbery, but also deprives you of the enriching and educational experience of producing a dissertation.

Over 20% of plagiarism, the school will refuse your final essay with no possible remedial changes for your Academic Year 2017-2018 results. You will be authorised to re-write your thesis over the following Academic Year (2018-2019).

7. Academic defense

The academic defense of your dissertation takes place before a jury made up of two members. Your presentation should include a plan, the core issue/question, the methodology used and the main results. You can bring real added value to this presentation by developing upon one or two specific points in more detail.

To give your academic defense a professional character you should prepare an overhead projection or PowerPoint presentation.

The defense lasts for 30 minutes of which: 15 minutes are devoted to the candidate's presentation; 10 minutes to comments and questions; and 5 minutes to deliberation by the jury.
Time your presentation beforehand in order to respect the allotted time.

8. Methodology

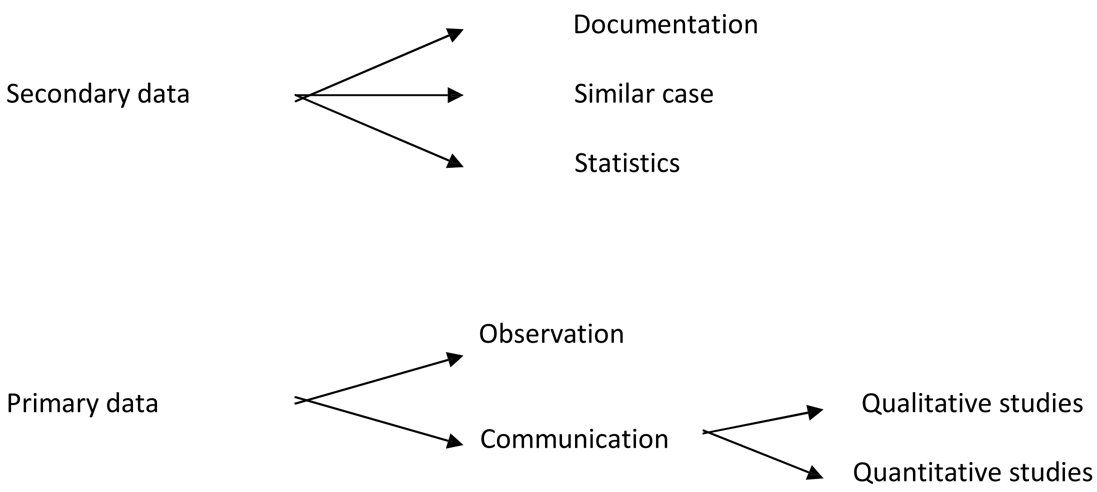
8.1 Identifying the type of information required

There are two major categories (cf. diagram 1):

1 – Primary data which are obtained via questioning or directly observing individuals. This data is collected using qualitative methods (for example via guided interviews/focus groups) or quantitative methods (for example via a questionnaire).

2 – Secondary data which results in the accumulation of existing knowledge about the problem in question. This data exists before the study is undertaken, hence its name. Analysis of existing documents provides a host of secondary information which may be used in the initial stages before formulating the core issue/question, as well as in the main discussion of the dissertation and even in the explanation of results.

Diagram 1: Nature of information sources



8.2 Gathering secondary data

The search for secondary data is facilitated by the Internet. Before starting your research, ask yourself what information you need exactly: What is your research theme? Are there any synonyms for the terms used in your theme? Do you know what resources already exist for the subject?
Be accurate in your research process, for this you may use different search methods that enable you to make your search request as specific as possible:
Boolean operators:

- AND: both words entered should appear in the search results;
- OR: one of the two words only should appear in the search;
- NOT: the term entered should not appear in the search results;
- NEAR: both terms entered should appear close to one another in the resulting text.

Inverted commas enable you to request that all the terms entered appear in the results and in the order that you indicate (example: 'sustainable development').
Truncation (*) allows you to search for terms by replacing any chain of characters with * (example: telephone* for telephone, telephoning, telephonic…). However, not all search engines recognize this symbol.

Advanced search tools provided by search engines often offer other search options such as allowing you to limit your search and in this way increase the relevance of the results (example: limit searches to only pages with the URL ending 'gov.au' …).

Check the information source. Actually Internet offers an immense quantity of information: remember that anyone can create and publish a website or internet material. For this reason, try and check your sources and privilege information from official sources.

Some search engines and directories:

http://www.google.com indexes the greatest number of web pages on the Internet which enables it to achieve an unequalled level of web coverage. However, its supremacy is starting to be questioned and it is possible to turn to other search engines which as well as offering good processing functions, can suggest interesting results.
http://www.exalead.com proposes a classification of results by theme (these themes are calculated dynamically for each search request), enabling you to refine your search as you go along.
http://www.kartoo.com) is a cartographical search engine which calculates conceptual maps according to your search request, classing the results using a visual interface.

Also consider consulting thematic directories created by specialized sites regarding particular fields.

Some examples are:

RIME - Ressources Internet en Economie et Management (Internet resources for Economics and Management) (http://www.rime.ccip.fr/): a selection of websites among which some of the best websites concerning business management and international economics;
EMBA/ CPA media library (http://studies.hec.fr/web/mediatheque): to search for a range of websites about different management themes;
The Legifrance website (http://www.legifrance.com) for websites concerning French Law.

Business directories give you, for each featured business, its contact details, a link to its website, a description of its activities, major figures and administrative information such as its legal status and business registration code. The first level of information is free, but there is a charge for access to the full reports:

http://www.societe.com ;

http://www.bottin.fr (French companies);

http://www.kompass.com (French, European and international companies)

The press and websites that provide economic and financial information are also good sources for information about the situation of a particular business or sector.

Company News http://www.companynewsgroup.com

Les Infos http://www.lesinfos.com

Websites of newspapers and reviews:

La Tribune http://www.latribune.fr Les
Echos http://www.lesechos.fr
L'Expansion http://www.lexpansion.com
Wall Street Journal http://www.wsj.com
Financial Times http://www.ft.com

Official bodies

L'Institut National de la Statistique et des Etudes Economiques (http://www.insee.fr) : National Institute for statistics and economic studies.

Le Ministère de l'économie, des finances et de l'industrie / Ministry of the Economy, Finance and Industry (http://www.industrie.gouv.fr/sessi): figures and government reports about sectors of French industry.

American Congress library (http://loc.gov/rr/international/portals.html) offers links to official and reference websites from all over the world.

La Direction des Relations Economiques Extérieures / Governing office of External Economic affairs (http://www.dree.org) : offers country reports.

Organization for Economic Cooperation and Development (http://www.oecd.org):

Statistical data, indicators and reports on different sectors of several countries.

8.3 Collecting primary data

As it has been mentioned, primary data does not exist in any form of documentation, so it must be collected specifically for your dissertation.

There are two different methods aimed at collecting primary data: qualitative studies and quantitative studies. Table 5 below regroups the objectives and methods of each type of study:

Tableau 5: Objectives and methods of qualitative and quantitative studies.

	Qualitative study	Quantitative study
Objective	Explore, understand opinions, attitudes and motivations	Measure, quantify
Method	Individual or group interview Small sample	Questionnaire Representative sample

8.3.1 Qualitative study: objectives and principles

Qualitative techniques are variants of techniques taken from the human social science fields: psychology, psychoanalysis, sociology, anthropology and ethnology, etc. Their objective is to gather useful information by interviewing a small number of individuals. The goal of these techniques is not to extrapolate the results for the whole population, but to understand the attitudes and motivations of the people concerned by the study.
In the exploratory phase, qualitative studies can be used
for:

- getting to know the research subject area better;
- completing the picture provided by internal information and documents;
- formulating hypotheses;
- understanding the jargon used by the population;
- helping to elaborate the methodology for quantitative studies: population to survey, sampling, number of closed questions to be asked, etc.

Qualitative studies can be categorized in several ways; according to the number of people interviewed at the same time (individual or group) and according to their level of guidance. This means that we can distinguish interviews according to the level of freedom left to the interviewee:

- Non-guided interviews where there are no instructions at the start;
- Semi-guided interviews in which the interviewer has an idea of the questions he or she wishes to ask, but leaves a lot of freedom for the interviewee;
- Guided interviews with open questions.

One or another of these techniques is chosen according to the research objectives. Generally the semi-guided interview is well adapted to the exploratory phase and is easier to carry out than a non-guided interview.

Principles of the semi-guided interview:

The interviewer proposes a theme to someone concerned by the study. He or she only intervenes to keep the conversation flowing and to encourage the interviewee to develop his or her thoughts. The interviewer has an interview guide including instructions at the start and a list of several non-ordered themes or stimulus (open questions, photographs, products, etc.). These questions and supports are used to help the individual being interviewed to express his or her ideas about the theme in question.

The interviewer must have: an understanding attitude, listen attentively, have a non-critical empathy and be obviously neutral. It is prohibited to force one's point of view or to judge the interviewee for his remarks. The interviewer can only reformulate the thoughts of the interviewee. Some techniques for non-guided interviews are:

- use brief phrases : « I understand » ; « I see » ;
- use mimicking, nod your head;
- leave some silences;
- remind the interviewee of the starting instructions;
- use neutral expressions: "what makes you say that?"; "what do you mean by that...?"; "what sort of thing ...?";
- use reformulating techniques: "so if I've understood correctly..."; "to summarize what you said, you think that… ".

8.3.2 Quantitative study: objectives and principles

The main objective of quantitative studies resides in the desire to « count and compare to make decisions ». They are used to check a hypothesis; however we already know what we're looking and we often use closed questions here to be able to estimate to what extent the hypothesis can be proved. Quantitative studies are used for:

- Evaluating attitudes and behaviours;
- Associating or regrouping different variables;
- Visualizing individuals or brands geographically.

The first characteristic of quantitative studies is the concern for achieving representative results: we must be able to apply the results generally to the whole population studied. The statistical laws, upon which the quantitative approach is based, lead us to sample sizes of between 200 and 2000 people, depending on the degree of accuracy desired for the general application of the results.

The second concern is linked to the construction of standardized measuring instruments which are easily codifiable for the processing of information. This drives us to conduct structured, closed question questionnaires. The major difficulty is to create a tool that is flexible enough to cover a wide variety of situations whilst being at the same time a rigid measuring instrument that reduces interviewer or analyst bias.

Advice for creating a questionnaire:

Several elements should be considered when designing a questionnaire. First and foremost, it is essential to evaluate what information is required in order to solve the core issue/question. This will aid in the drafting of a list of potential questions. These questions must be organized and formulated extremely carefully in order to maximize the validity of responses. Here are some tips to make this stage as efficient as possible:

Questionnaire structure

Introduction: This should be concise, understandable, user-friendly, and unambiguous. For example : The aim of this questionnaire is to… your opinion is extremely important… this questionnaire is strictly confidential… this survey will only take a few minutes of your time… as a client, your opinion matters to us…

Question block 1 (theme 1); Question block 2 (theme 2, secondary objectives…)

Remember to plan transitional phrases to stop the conversation flow if necessary (for example: now we're going to talk about…)

Descriptors, Personal information section (age, company position, and socio-professional category…other details that are important for the survey)

Conclusion: Thank the interviewee

Rules of the funnel diagram that must be followed: Move from general questioning to specific, from the least to the most involvement, from simple to complex, from factual to non-factual (leaving personal information until the end).

Question form

There are two types of questions: Open or closed. Open questions allow a free and spontaneous response from the answerer. Closed questions sometimes have more superficial character but they facilitate the quantification of responses. Due to this fact, most questionnaires use closed questions.

We find different types of closed questions:

- Binary (yes/no);
- Single or multiple choice among which are different modalities;
- Hierarchical categorization;
- With scoring (absolute or relative grading)

Take great care to respect the condition of neutrality of grading, for this it is essential to use symmetrical scales with an odd number of possibilities. For example:

	Strongly disagree	I mostly disagree	Does not apply	I mostly agree	I strongly agree
I think that choice is limited					

The vocabulary used depends on the type of survey, the way the survey is to be carried out and the target population. Generally speaking:

- Try to use simple vocabulary to optimize the comprehension by the people surveyed;
- Avoid double negatives or negative questions;
- Avoid the respondent becoming weary (questionnaires that are too long have this effect).

Ways of conducting the survey:

The choice of method of conduct depends on the population that is to be studied, the level of sensitivity of the subject, the length of the questionnaire and the budget for the survey. Here are the major advantages and disadvantages of three ways of conducting questionnaires:

Face to face

- Advantages: Possibility to stimulate the interviewee to optimize answers and more flexibility (Possibility of showing or having the person taste a product);
- Disadvantage: Bias due to the presence of the interviewer (social conformity, desirability: the interviewee's desire to make a good impression with the interviewer).

By Post

- Advantages: Low unit cost (20 times cheaper than face to face survey methods), possibility of geographical representation; less bias on embarrassing or compromising topics;
- Disadvantages : Low response rate, poorly filled-in questionnaires, impossibility to check if the person has answered the question according to the dynamics intended (question order);

By telephone

- Advantages: Speed, low unit cost, high response rate, possibility to automatize and standardize, limits bias (all individuals are interviewed in the same way);
- Disadvantages: The questionnaire must be short, the developments in the use of mobile phones affects representativeness.

Table 6: Evaluation of survey conduction methods

Method Criteria	Volume of Information	Flexibility	Neutrality	Speed	Cost	Control	Response rate	Questions without response	Geographic dispersion
Face to Face	-	+	-	-	-	-	+	+	-
By post	+	=	+	-	=	=	-	-	+
By telephone	-	=	=	+	+	+	+	+	+

Testing the questionnaire

It is always necessary to test the questionnaire before conducting a survey. This allows you to check the understanding of questions and reformulate them or improve response grids if necessary. The questionnaire's dynamics may also be reviewed. This test is also used to estimate the time required for answering the questionnaire and to identify the cause of any refusal to answer questions or interruptions during response.

Bibliography

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Savall H. et Zardet V. (2004), *Recherche en Sciences de Gestion,* Economica.

Thiétart R.A., et al. (2003) *Méthode de recherche en management*, Vuibert.

ANNEX 1 - PROPOSAL FOR DISSERTATION SUBJECT

LAST NAME: ………………………………………………………………………………………………

FIRST NAME: ………………………………………………………………………………………………

PROGRAM: …………………………………………………………………………………………………

DISSERTATION ADVISOR: ………………………………………………………………………………

Proposed subject:

(Proposed title, 1 sentence maximum)

Proposed core issue/question:

ANNEX 2 - THESIS DRAFT

This document makes up the draft of the final dissertation.

1. Background

The presentation notes must answer the following questions:

1.1. Definition of subject, core issue or question

1.2. Justification of interest of subject: Academic and managerial importance

1.3 Theoretical area and main concepts

1.4 Main methodological choices intended and justification of these:

- For the collection of required data

- For the processing of data

1.5 State of progress (main results already obtained)

1.6 Questions or problems to be solved and difficulties to overcome

2. Format

The complete draft will not exceed 10 pages.

2.1. Presentation (to be respected

strictly) Style: normal

Margins: 2.5 cm in all directions

Font: Times New Roman, Size 12

Titles and subtitles: In bold, Size 12, one empty line only before and after titles

Interline spacing: 1.5

2.2. Bibliographical referencing (to be restricted to indispensable references)

<u>For books</u>: Last name and first name of author (publication year), *Name of book*, Editor, Place of edition (example: Mintzberg Henry (1994), *Grandeur et décadence de la planification stratégique*, Dunod, Paris).

<u>For Articles</u> : Last name and first name of author, « Title of article », *Title of review*, Vol x, N° x, p. x- y, publication date (example : G. Koenig, « Karl. E. Weick », *Revue française de gestion*, N° 108, p. 57-70, March-April-May 1996).

ANNEX 3 – FRONT COVER OF THESIS

APPLIED RESEARCH DISSERTATION

Presented and defended by

First name Last name

Date of Academic

Defence TITLE

MBA « Name of MBA course »

Business name:

Work placement tutor:

Dissertation tutor: