Faculty of Business, Economics, and Law at FAU Erlangen-Nürnberg

School of Business, Economics and Society

Junior Professorship for Business Psychology (Prof. Dr. Lisa Handke)

Title

**Exposé Bachelor/Master thesis**

Name:

Matriculation no.:

Date:

*Length of exposé: approx. 1500 words*

**Topic/Research Question**

* What is this work about and why is that relevant?
* What is the overarching research question?

**Theoretical Background**

* Brief overview of the current state of research relevant to answering the research question
* Presentation of relevant theories/models

**Hypotheses (for qualitative work: research question/s)**

* Derivation and formulation of testable hypotheses (if possible in conjunction with the conceptual model)

**Methodology**

**Sample**

* Presentation of the planned sample, incl. recruitment strategy
* Power analysis for optimal sample planning

**Research procedure & design**

* Presentation of the planned procedure and research design, i.e., how data will be collected, what needs to be taken into account here

**Measures**

* For surveys: which scales will be used (with sample item and source)
* For behavioral observation & content analysis: according to which scheme/procedure are data coded?
* For experiments: how are the independent variables manipulated? Which dependent variables are measured (how)?

**Analysis**

* Which inferential statistical procedure will be used to test the hypotheses? Which test/parameters are used to test the respective hypotheses?

**Relevance**

* Scientific & practical relevance of the study

**Timetable**

Planned submission of the work:

*Adapt table or use alternative format (e.g. enumeration in bullet points)*

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| --- | --- | --- | --- | --- | --- | --- |
|  | e.g., literature research | e.g., participant recruitment |  |  |  |  |
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Literature

* List the literature cited in the exposé according to APA 7 citation guidelines
* Helpful sources for this:
	+ <https://apastyle.apa.org/>
	+ <https://www.scribbr.com/apa-style/format/>