



HELMUT SCHMIDT
UNIVERSITÄT

Universität der Bundeswehr Hamburg

Professorship for Business Administration, especially
Digital Governance and Service Design

Writing an Exposé
for Bachelor's or Master's theses

An exposé is a brief summary of a larger writing project, such as a bachelor's or master's thesis. Writing an exposé is useful for bringing your thoughts and ideas about your thesis into a preliminary written form, providing your advisor with an overview of the planned work, and enabling your advisor to give focused, concrete feedback. For both the student and the advisor, an exposé facilitates planning the overall process and managing the time required to write a thesis. An exposé is always an intermediate step in the writing process. While it gives your project direction, not all problems that occur during the research and writing process can be anticipated in advance. Additionally, the research question or structure often changes during the writing process. Nevertheless, developing a shared understanding with your advisor about the core pillars of your writing project will help you develop your thesis.

If you are interested in writing your BA or MA thesis with our professorship, you may approach us with a preliminary topic idea. To jump-start the process, we suggest starting with a “[Sechszeiler](#)” (Kühl, 2016). In six sentences, you provide the most important information regarding the “topic”, “research question”, “theoretical concept”, “methodological approach”, “potential thesis” (your main argument), and “potential literature” you want to draw on. These six sentences give us a great foundation to provide initial feedback and further ideas to your project. In the process of writing the full exposé you will, then, refine:

- the core problem of the writing project
- the current state of research on the topic
- the research question of the work
- the author's research interest
- the goal or hypothesis underlying the work
- the theory(s) to be referenced
- the method(s) to be used
- the sources or material to be used
- the preliminary outline
- the timeline until the submission deadline

With a final exposé that both the student and the advisor agree upon, we can register the BA or MA thesis with the examination office. We evaluate the fitness of an exposé for registration

based on the clarity with which it motivates and justifies the core problem of your research, the comprehensiveness of your argument, the completeness of the thesis's outline, and the accuracy with which it cites references. Please also check your exposé for correct spelling and grammar, and choose a simple, consistent layout for the entire document.