



Proposal writing

STEP 1 : Front page

STEP 2 : Description of the problem, contribution and RQ

STEP 3 : Literature review

STEP 4 : Data

STEP 5 : Methodology

STEP 6 : Preliminary plan

STEP 7 : Bibliography

Proposal content :

- Student's details (name, first name, student no) and title of the thesis
- Description of the problem, contribution and main research questions
- Literature review
- Data that will be used
- Methodology (interviews, large-scale empirical surveys, etc.)
- Preliminary plan
- Bibliography

Maximum 5 pages of text (excluding cover page, provisional plan and bibliography)

The front page must contain :

1. Student's details
 - a. Name,
 - b. First name
 - c. Student No
2. Title of the master thesis
3. Logo of the university
4. The indication : supervised by Prof. Dr. Stephan Nüesch, Chair of Technology and innovation Management

CF template front page

Master Thesis

*Analysis of Co-creation Mechanisms within the Framework
of Open Innovation: Towards a Comprehensive
Understanding of Collaborative Dynamics and Their Impact
on Organizational Innovation*

presented by

Mathilde Pittet

Student No.: 11-222-333

supervised by

Prof. Dr. Stephan Nüesch
Chair of Technology and Innovation Management

Fribourg, 29 janvier 2024

- This section should describe the theme and the problem of the work
- It is also important to explain why the subject is relevant and what is at stake
- The starting point of your work should be a research question to which the empirical analysis will attempt to provide an answer

- The literature review should situate the work in relation to existing knowledge
- The proposal provides an initial overview of the existing literature on the subject covered by the work
- Only the most relevant articles should be presented in the proposal
- The literature will be described in greater detail and exhaustively in the final work

- Presentation of the sample used for the empirical analysis (country, period, type of company, etc.)
- Presentation of the main variables to be used in the analysis
- NOTE: It is important to ensure that the data is available

Step 5 : Methodology

- Presentation of the technical aspects of the analysis
- In other words, "How are you going to answer your research question?"
- You will have to choose between a qualitative or quantitative method

Step 6 : Preliminary plan

- Provides the "skeleton" of the final work
- Takes the form of a table of contents
- The plan may be adapted in the final version of the work

- Preference given to scientific articles
- All text and bibliography must comply with APA standards
- The University of Fribourg provides two bibliographic management software packages:
 - Zotero: <https://moodle.unifr.ch/mod/book/view.php?id=713425>
 - Citavi : <https://www2.unifr.ch/dit/faq/article/etudiant-e-s-employe-e-s-installation-et-activation-de-citavi/>

- ...define the scope of the project (theme and issues)
-situate the work in the existing literature and explain why it is of interest
-describe how the research question will be addressed (structure of the work, sample and methodology)
-enable the student to write his/her work independently

For these reasons, writing a (good) proposal is an essential step in the writing of a thesis, and one that requires a certain amount of time (but will save you time in the future)



**Questions ?
Send an email to the
assistant**