

Submission Guideline for the MLI Research Proposal (“One-Pager”)

According to §5(4) of the examination regulations, the submission of a research proposal (“One-Pager”) is an obligatory requirement for the admission to the master’s program *Management, Leadership, Innovation (MLI)*.

On one page you should relate to an issue of your interest within management, leadership, innovation or entrepreneurship literature. The research proposal should briefly (abstract style – click [here](#) for an example) include the following passages:

- a. Present an overarching research issue and display a scientific problem. Why is your topic relevant for practitioners?
- b. Raise a precise research question.
- c. In a nutshell: Describe the current scientific research status within your topic and give a summary of the most compelling literature streams and controversial indications.
- d. Describe the methodology you (would) choose in order to answer your research question.
- e. Show an introductory bibliography including the most important literature for your topic.

Hint: You may use an abstract of your bachelor thesis or any other scientific thesis you have already written.

The research proposal (“One-pager”) should be written in English with standard scientific design and referencing style.