



GUIDELINES FOR BACHELOR AND MASTER THESIS IN THE "ENTREPRENEURSHIP AND STRATEGY" AREA

Objectives

Bachelor Thesis

Students are required to study a phenomenon related to entrepreneurship, business strategy or innovation with a rigorous approach. Specifically, students will

- draw the state of the art extant regarding the knowledge of the phenomenon by drawing on scientific literature and reports from certified bodies (e.g. consultancy companies)
- collect and analyze qualitative and quantitative data from primary (e.g. interviews) or secondary sources (e.g. websites, financial statements)
- discuss case studies and / or data collected in light of the existing state of the art

Master Thesis

Students are required to adopt scientific rigor to generate new knowledge on a phenomenon related to entrepreneurship, business strategy or innovation. Specifically, students will

- understand the academic debate related to the phenomenon by drawing on the scientific literature in order to identify relevant research questions for the community of reference
- collect and analyze qualitative and quantitative data from primary (e.g. interviews) or secondary sources (e.g. websites, financial statements) or carry out a systematic review of the literature
- perform an empirical analysis which allows to rigorously answering the identified research question
- discuss the contributions to the ongoing debate on the phenomenon studied

Main topics

- 1) Innovative startups
 - Venture capital financing
 - Development and commercialization of new technologies
- 2) University-based entrepreneurship
 - Role and impact of entrepreneurship education
 - Start-ups founded by students and faculty
- 3) Entrepreneurial strategies and dynamics, with particular focus on family businesses
 - Welfare and work-family balance
 - Innovation and digital transformation

Required information for the application

Submit to cyfe@unibg.it (putting in copy the chosen professor, if present) the following information

- Name, surname, ID number
- Degree course and year
- Current average grade of exams and missing exams
- Target graduation time
- Willingness to possibly perform the thesis in pairs
- Topic and possible research question of interest
- Motivation to carry out the thesis in the area indicated in the light of passion / personal interest, past experiences, career aspirations
- Skills relevant for carrying out the thesis (e.g. entrepreneurial experiences, entrepreneurial family background, ability to carry out literature analysis, basic knowledge of statistics and econometrics, use of MS Excel, STATA or other data processing software)

Feel free to cc the professor working on the chosen topic, if you already know one.