The goal of the master thesis is to produce an original piece of scientific work. With the master thesis, the students are supposed to demonstrate their ability to scientifically work on a given topic, and to apply both their theoretical and practical knowledge that they have acquired during the course of their study.

Academic competence should be demonstrated through cogently structuring of a research problem, a thorough and solid literature review, precision, clarity and argumentative rigor throughout the thesis and ideally creative and original thought on the topic at hand. For empirical theses, adequate and correct application of analysis techniques is a crucial success factor. In the literature review, the key is to identify and select the truly relevant sources for the research topic at hand. Each thesis should adhere with academic standards concerning correct referencing.

The typical duration of a Master thesis ranges from 4 to 6 months and it can be started after the completion of the internship. Two prerequisite courses should be followed before the start of the thesis: (1) "Research methods for master thesis" during Spring semester, and (2) the online training "Plagiarism tutorial". The first step of writing a master thesis is to find a supervisor, which typically should be a professor teaching in the specialization that the student has chosen. The topic and goals of the master thesis will be discussed together with the supervisor. In general, master thesis and internship are two separate parts of the curriculum. Contingent on the agreement of the supervising professor, it is possible to write a master thesis based on the internship.