

Bachelor Theses in Intercultural Communication

It is strongly recommended that you only consider us supervisors if you have attended one of our courses (e.g., cross-cultural competence, intercultural business communication within the specialization IBC). Furthermore, you must have completed the academic writing course (**GwA**) before you start working on your thesis.

NB, only assistant/associate/full professors can supervise theses. Co-supervision with pre-docs is possible, but it needs to be agreed upon with one of the more senior faculty members.

Prerequisites

Students have the opportunity to suggest thesis topics they are particularly interested in. However, proposed topics must be research-oriented and match one or several of the broadly defined topic areas within our institute's research scope. So, we expect that you check [our research agenda](#) and [the staff members' personal profiles](#) before contacting us.

We only supervise theses that are based on empirical data (e.g., interviews, recordings of interactions, field notes, etc.) following a qualitative research approach (e.g., content analysis, discourse analysis, grounded theory, ethnography, conversation analysis).

You are supposed to rely on a method you are already familiar with.

These books should help you with the methods:

Hua, Z. (ed.) (2015). *Research Methods in Intercultural Communication: A Practical Guide*. John Wiley & Sons.
DOI:10.1002/9781119166283

Cresswell, J. & Cresswell-Baez, J. (eds.) (2020). *30 Essential Skills for the Qualitative Researcher*. Sage.

Cresswell, J. & Poth, Ch. (2025). *Qualitative Inquiry & Research Design. Choosing Among Five Approaches*. Sage.

Thesis Proposal

Prospective students confident about the above prerequisites are invited to submit a thesis proposal that aligns with our expertise. The proposal should be sent directly to a potential supervisor.

Thesis proposals must be written in good academic style, include supporting in-text references, should be sufficiently specific, well-structured, approximately three to five pages in length, and need to include the following elements:

- A working title
- Student name, ID, contact information
- A problem Statement
- A brief general description of the proposed topic

- A (preliminary) literature review and the research gap to be addressed
- Research aims and/or question(s)
- Intended method(s) of data collection and analysis
- Expected outcomes
- A statement about how the proposed project aligns with the expertise of the potential supervisor
- Intended timeline of the thesis project
- A complete reference list

The potential supervisor will evaluate the thesis proposals within one month. Students will be informed about acceptance or rejection. Incomplete proposals cannot be considered. Thesis proposals are assessed based on their quality and the extent to which the supervisor has the expertise and capacities to supervise the thesis.

The language of the proposal/thesis needs to be agreed upon with the supervisor before submission.

This chapter should help you prepare your research proposal:

Jackson, J. (2015). How to Develop a Research Proposal. In *Research Methods in Intercultural Communication* (pp. 147–161). John Wiley & Sons.
<https://doi.org/10.1002/9781119166283.ch10>.

Recommendations

- We expect students to fully comply with academic standards in regard to citing and referencing relevant literature. Acts of plagiarism are taken very seriously and entail consequences. For additional information, please refer to the [WU Directive on plagiarism](#).
- We understand the emergence and availability of AI and encourage students to use it critically and to acknowledge where AI tools have been used appropriately. Students are expected to follow essential ethical principles and WU's regulations in this respect.
- We require research-oriented theses, which is why a sufficient review of relevant academic literature and familiarity with a research method is foundational before the submission of a thesis proposal.
- We expect students to choose a commonly applied style guide (e.g., APA7) and use it consistently throughout their work.

Responsibilities of Accepted Students

After a thesis proposal is accepted, it is the student's responsibility to ensure that all WU requirements regarding proper procedure, formality, and completion related to B.A. theses are met ([Bachelorarbeit - Wirtschafts- und Sozialwissenschaften - Bachelor \(wu.ac.at\)](#) or [Bachelor's Thesis - Bachelor's Student Guide: German-Taught Programs - Bachelor's Student Guide \(wu.ac.at\)](#))

A word on academic honesty:

As specified by our RSGB-I colleagues ([Thesis Supervision - For Students - Institute for Responsibility and Sustainability in Global Business RSGB-I \(wu.ac.at\)](#)), academic integrity is a fundamental value at WU. We expect all students to uphold the highest standards of honesty and ethical conduct. Academic dishonesty includes, but is not limited to, the following:

1. **Cheating:** Intentionally using or attempting to use unauthorized materials, assistance, information, or study aids in any academic exercise.
2. **Fabrication:** Intentionally and without authorization, falsifying or inventing information or citations in any academic exercise.
3. **Plagiarism:** Intentionally or knowingly representing the work, words, or ideas of someone else as one's own in any academic exercise. It is essential to familiarize yourself with the guidelines for handling plagiarism provided by WU ([DIR Directive on Plagiarism \(wu.ac.at\)](#))
4. **Lying:** Intentionally providing false information or misleading others in connection with any academic matter.
5. **Facilitating academic dishonesty:** Intentionally or knowingly aiding or attempting to aid others in violating any provision of this code or obstructing an investigation into code violations.