

Faculty of Economics and Management

Master in

Data Analytics for Economics and Management (LM-Data)

Master's Thesis Guidelines and Resources

Last update: September 2026

This document provides students of the Master in *Data Analytics for Economics and Management* with a clear overview of the key information, tools, and resources available for planning and writing their Master's thesis. It complements the official faculty documentation available on the [Study Guide](#).

Regulations, Procedure, and Timeline

All official information regarding thesis regulations, the digital submission procedure, and the programme's timeline is available on the [Study Guide](#). Students are required to consult these documents carefully, as they outline the administrative steps, deadlines, and formal requirements that must be followed:

- [Regulations](#) (Italian/German)
- [Digital procedure](#) (Italian/German)
- [Timeline](#) (available in English on the Study Guide)

Thesis-Writing Short Course

Each academic year, Prof. Davide Ferrari offers a short course on thesis writing (6 hours – 1 CFU), which can be taken either as a free-choice course or as an extracurricular activity.

The course introduces the methodological and technical foundations needed to start working on a thesis and provides practical guidance on how to organize and manage the writing process effectively. After the course, all materials are made available by the lecturer in a dedicated Microsoft Teams channel.

Thesis Topics

Students are free to choose their thesis topic and supervisor according to their academic interests. To support students in identifying a topic, several professors of the Master's programme have prepared and regularly update a list of suggested thesis proposals:

[Thesis Topics | Master in Data Analytics for Economics and Management](#)

These proposals are intended as inspiration and are not exhaustive. Students may also approach any professor to discuss alternative topics, including ideas not listed in the document.

Students interested in a particular topic are encouraged to contact the corresponding professor directly.

LaTeX Template

A LaTeX thesis template is available to support students in formatting their thesis.

The template can be accessed at: [LaTeX thesis template](#)

USAGE OF AI: General Principle, Permitted (and Non-) Uses, and Transparency Requirement

The Master's thesis must constitute an original and independent academic work produced by the student. The intellectual contribution — including research design, methodological choices, analysis, interpretation of results, and conclusions — must remain the student's own.

Artificial Intelligence (AI) tools may be used only as supportive instruments and must not replace the student's critical thinking, analytical work, or authorship.

AI tools may be used for the following supportive purposes:

- Language editing (grammar, spelling, stylistic improvement)
- Improving clarity and readability of text
- Brainstorming research ideas (without copying generated content)
- Coding support (e.g., debugging assistance, syntax clarification)
- Translating short passages where necessary

In all cases, the student remains fully responsible for verifying accuracy and correctness.

AI tools must not be used to:

- Generate substantial portions of thesis text
- Produce literature reviews without independent reading
- Write methodology or results sections
- Conduct data analysis autonomously
- Generate interpretations of empirical results
- Replace original reasoning or critical discussion
- Fabricate references, data, or citations

The thesis must not consist of AI-generated content presented as original work.

If AI tools are used, their use must be transparently disclosed in a short statement included in the thesis (e.g., in the acknowledgements or methodology section). The statement should specify: (i) which tool was used, (ii) for which purpose, (iii) to what extent.

FAQ

Is it possible to ask a professor from the Faculty of Engineering (unibz) to be a thesis supervisor?

Yes. Students enrolled in the Master's program in Data Analytics for Economics and Management may also choose a professor from the Faculty of Engineering (unibz) as their thesis supervisor.

Are there different types of thesis supervisors? If so, what are the differences?

- Thesis supervisor (IT "relatore/relatrice"; DE „Betreuer*in"): The thesis supervisor is the main supervisor of the thesis. They are usually a faculty member from the Faculty of Economics and Management or from the Faculty of Engineering.
- Co-supervisor/Second Thesis Supervisor (IT "correlatore/correlatrice"; DE „Mitbetreuer*in"): In the case of an experimental, practical, or multidisciplinary Master's thesis, the Director of the Degree Program Council may appoint one or more co-supervisors. The co-supervisor supports the thesis supervisor and contributes to the development of the thesis with complementary expertise. These may be selected from among:
 - full or associate professors;
 - tenured or fixed-term researchers;
 - research fellows;
 - adjunct professors of the Free University of Bozen-Bolzano or of another university;
 - PhD students of the Faculty of Economics at the Free University of Bozen-Bolzano.Co-supervisors may also be appointed from outside the academic environment, provided they have proven scientific or professional expertise.
- Thesis Examiner/Associate Supervisor (IT "controrelatore/controrelatrice"; DE „Zweitbetreuer*in"): A thesis examiner is appointed in cases in which the Master's thesis presents content of particular originality or academic merit, and in which the thesis supervisor intends to award more than 5 points or deems the appointment of an examiner appropriate for the thesis discussion. The thesis examiner is always internal to the university and is selected from among
 - full or associate professors;
 - tenured or fixed-term researchers of the relevant facultyand participates in the final evaluation of the thesis.

What types of thesis can be undertaken?

A Master's thesis may be either research-based or literature-based.

A research-based thesis requires both theoretical and empirical development. The theoretical part includes a review of the relevant literature, the formulation of clear research questions or hypotheses, and a detailed presentation of the methods to be adopted. The empirical part involves the presentation of data (either collected by the student or obtained from existing sources) and the application of the selected methods using appropriate computational tools and/or programming languages.

A literature-based thesis generally adopts a predominantly qualitative approach and consists of presenting the state of the art on a specific topic through a systematic and rigorous review of the existing academic literature. Such a thesis may also include a critical analysis of gaps in the literature and the identification of open questions or unresolved issues that warrant further research.

How long will the thesis discussion last?

The presentation will last 15 minutes, after that, the commission will ask some questions for a total of max. 30 minutes.

In which language should I write the Abstract ?

According to the current regulation, even though the programme is a monolingual master, the abstract must be written in the three unibz official languages.

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