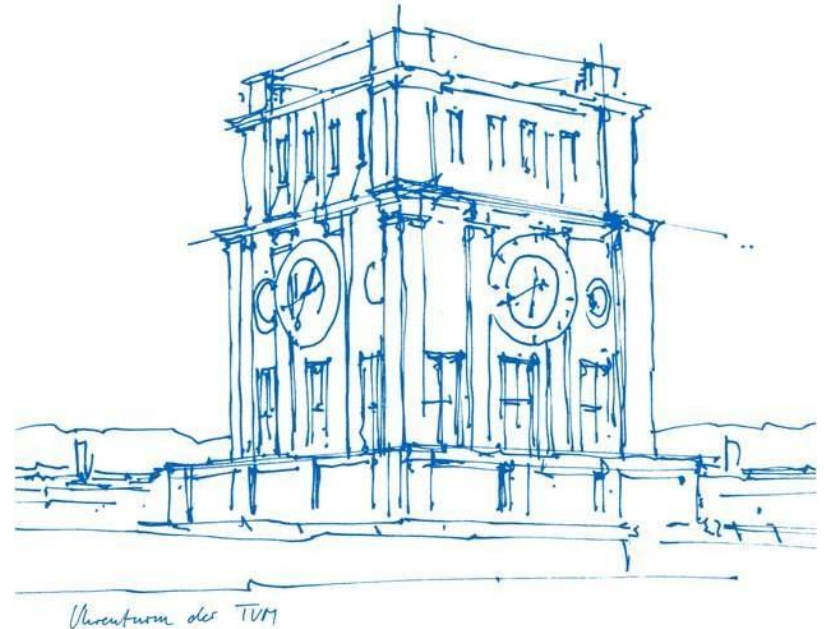


Project Studies & IDPs: Submission documents and their format at the Chair for Strategy and Organization

Chair for Strategy and Organization
(Prof. Dr. Isabell M. Welp)

Technical University of Munich
TUM School of Management
Chair for Strategy and Organization



Submission documents



Submission at Chair for Strategy and Organization:

- Electronic version of the main report (Word and PDF).
- Electronic version of the final presentation.
- Executive Summary: Short Summary of the Project Study/IDP (3-5 pages) (as PDF).
- Optional: Prepare your Executive Summary as an article on the website: <https://medium.com/> and include a Word document with the link to the article in the shared folder.
- Infographic: Summary of the most interesting findings (as JPEG and original file).
- Appendix: All data, articles/chapters, statistics, literature etc. – thus the whole input and all sources and references you used.
- Reference list: References of scientific literature compiled in an Excel-File (template provided in starter package).
- Your project file from the literature management software, such as Citavi, Endnote, Mendeley, etc.
- OnePager (Found under Submission Documents on our Website)
- GenAI Declaration
- Pitch Deck/Pain Point Analysis (Optional depending on supervisor)

Designation of documents:

- All non-literature documents (Word, Excel, PPT, etc): [YYYYMMDD_name](#) (e.g. 20200301_Report.pdf)
- Literature: [Author\(s\)_Year_Title](#) (more than 2 Authors: 1. Author and et al.: e.g. Mustermann et al._Title.pdf)

Main Report

Main Report



- Use the font style Times New Roman (font size 12) for the text. Write with a line spacing of 2.0. All margins should be 1 inch.
- You should use the citation guidelines of the American Psychological Association (APA). You can access the APA Publication Manual in the library.
- Main Report: 15 pages per person (+/- 10%) of written text (not including tables, cover sheet, references, graphs, pictures, and appendix).

Final presentation

Final presentation



Presentation (about 30 min)

- **Goal and motivation of the project**
- **Methodology**
- **Results** (Please utilize an infographic to highlight your most relevant results)
- **Discussion / Limitations / Implications**

Discussion and Questions (about 30 min)

Footnotes, citations, layout



1. **NO** information in the footer (no date, no page number, no session, no presenter, etc.)
2. **Complete citations** on every slide (on slide **AND** note page) - **NOT** only at the end of the presentation (APA Style; separate citations via;)
3. Attach citations directly to **images and diagrams**
4. Further:
 - **Header:** Do not change **header position**
 - **Font:** Utilize only **Arial**
 - **Slide layout:** Utilize slide format **16:09** only
 - **Language:** Utilize English

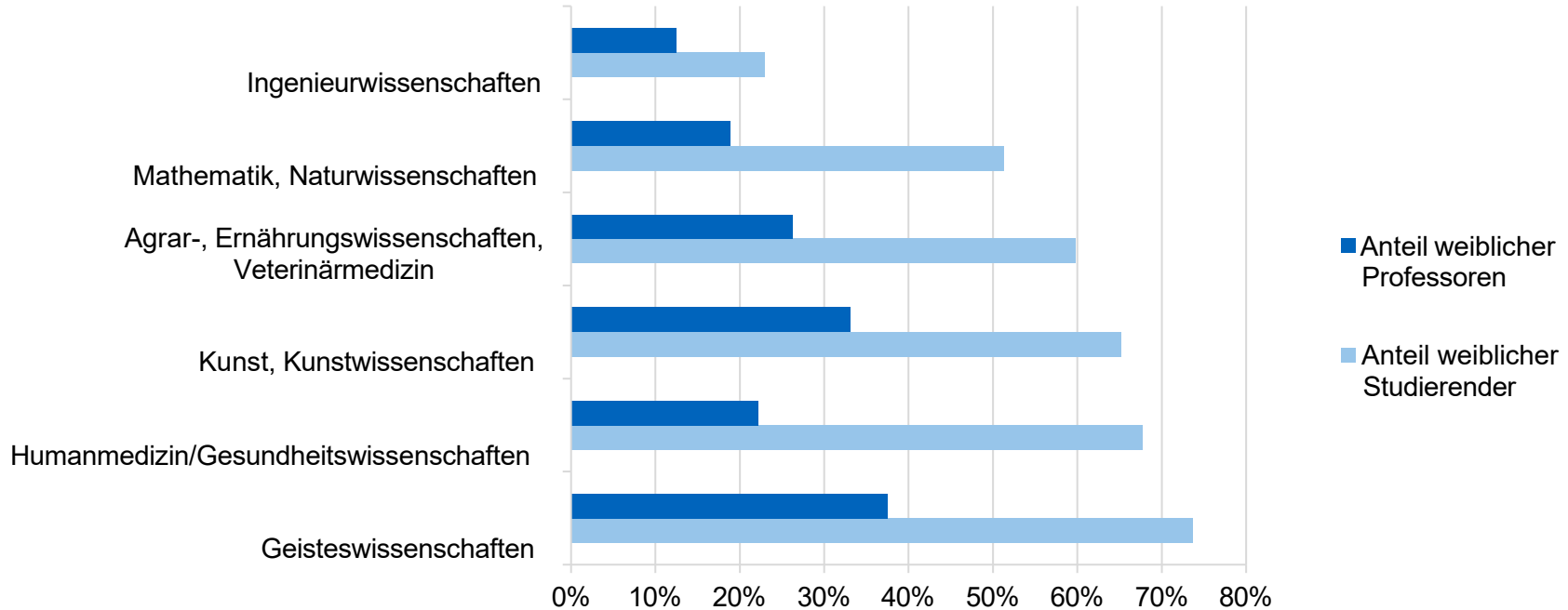
Header, Arial (ÜS), 22 Pt., bold black, left justified, max. two lines, single-spaced



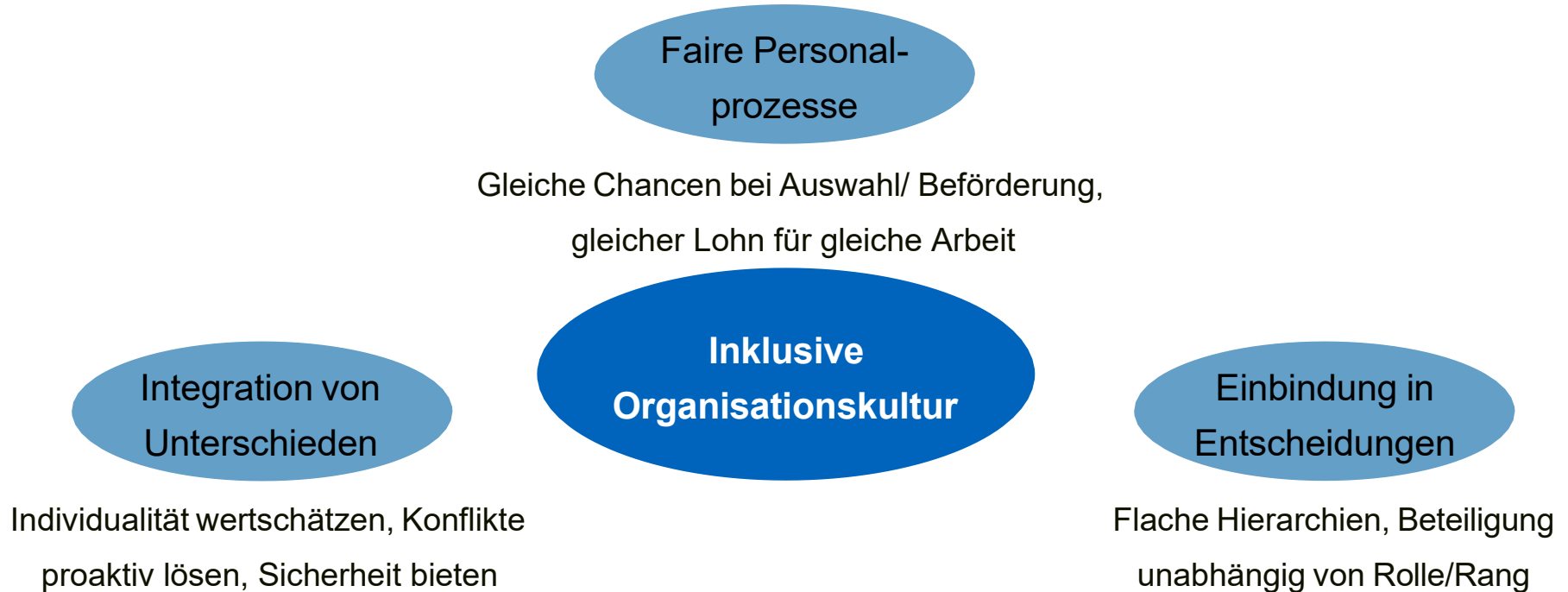
Font for text:

Arial

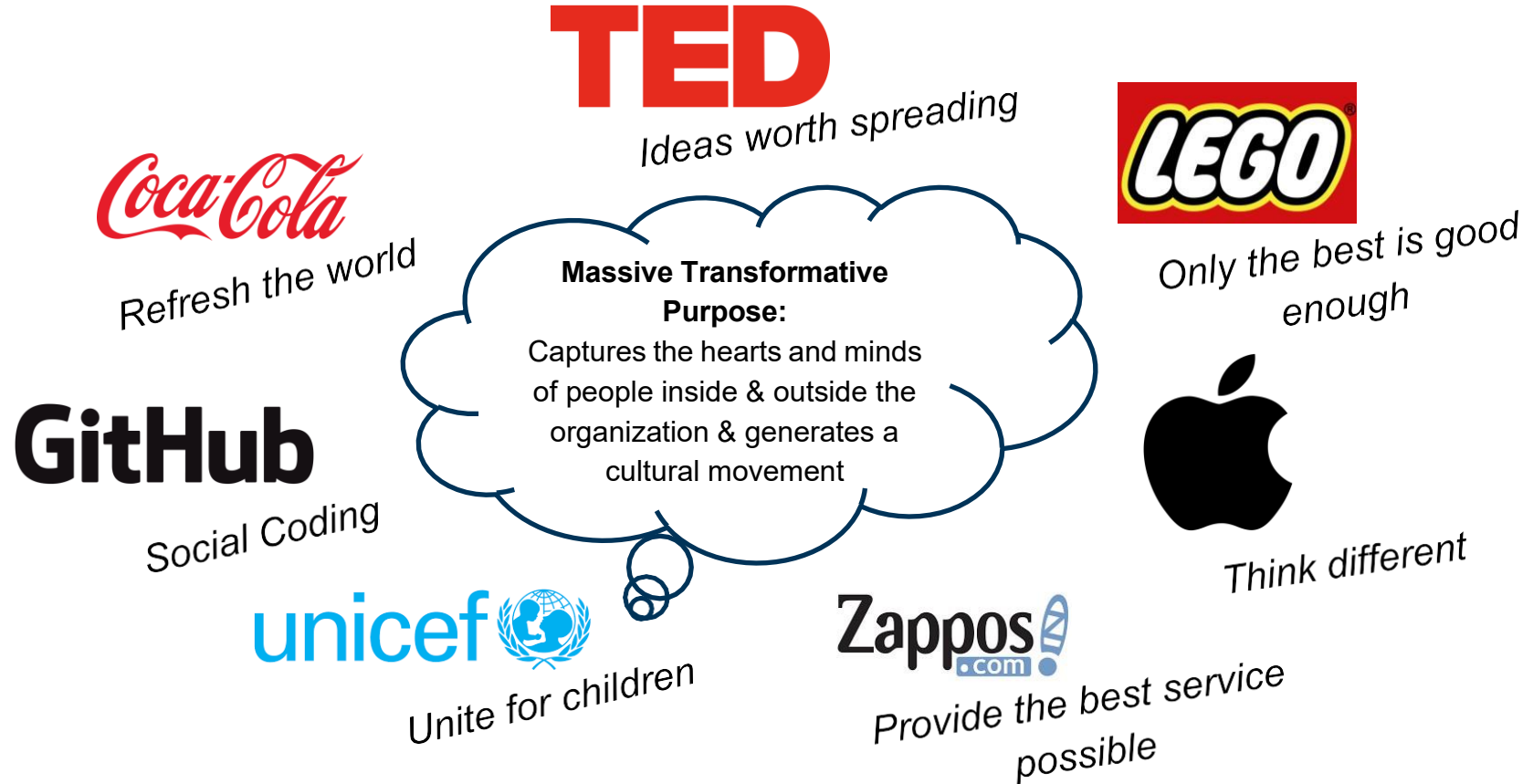
Example: Diagrams



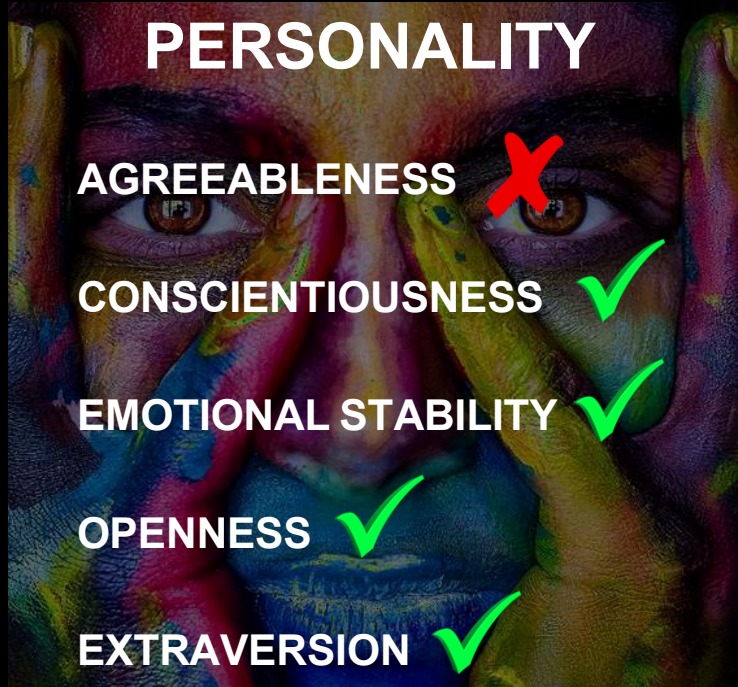
Example: Charts



Example: Appealing slide design (I / II)



Example: Appealing slide design (II / II)



LIFE SATISFACTION



Short Article (Executive Summary)

Short article (Executive Summary)



- The short article (3-5 pages) covers the main elements and results of your project. The article centers around your infographic; however, new charts and diagrams are possible.
- Use the font style Times New Roman (font size 12) for the text. Write with a line spacing of 2.0. All margins should be 1 inch.
- You should use the citation guidelines of the American Psychological Association (APA). You can access the APA Publication Manual in the library.

Medium Article (optional)

Medium Article



Optionally, the short article can be published in a slightly different version on Medium (consult your supervisor beforehand) www.medium.com to foster the impact and transfer of your findings.

MediumArticle – Examples



Example	Link
1	https://medium.com/@philippsandner/making-bitcoin-bankable-for-institutional-investors-asset-managers-and-banks-49f7ccb0982f
2	https://medium.com/@philippsandner/how-should-companies-select-a-specific-blockchain-framework-8d07eb7875a6
3	https://medium.com/@philippsandner/the-green-bitcoin-theory-how-are-bitcoin-electricity-consumption-and-green-energy-related-b541b23424ab
4	https://medium.com/@philippsandner/conclusive-insights-the-global-digital-securities-ecosystem-study-d8533f8e97f3

Infographics

Infographics



The final presentation should be supported by an infographic which summarizes the relevant results and findings of your project.

Software:

- CANVA: <https://www.canva.com/create/infographics/>
- Piktochart (<https://piktochart.com/>)
- Easel.ly (<https://www.easel.ly/>)
- Infogram (<https://infogram.com/>)
- Visme (<https://www.visme.co/>)
- Visualize.me (<https://vizualize.me>)
- Venngage (<https://venngage.com/>)
- iCharts (<https://icharts.net/>)
- infoActive (<https://infoactive.co/>)
- PowerPoint helpful AddIn: Poweruser (<https://www.poweruserssoftwares.com/>)
→ free licence for students

Infographics



Image sources:

- Pixabay (<https://pixabay.com/de/>)
- Wikimedia (<https://www.wikimedia.de/>)
- Shutterstock (<https://www.shutterstock.com/de/>)
- Pexels (<https://www.pexels.com/de-de/>)
- Unsplash (<https://unsplash.com/>)
- Flickr (<https://www.flickr.com/>)
- Startup Stock Photos (<https://startupstockphotos.com/>)
- Picjumbo (<https://picjumbo.com/>)
- iStock (<https://www.istockphoto.com/de>)
- Adobe Stock (<https://stock.adobe.com/de/>)

Formalia:

- Format and layout: Original file (e.g., PPT-Datei) **AND** JPEG
- Authorship: Please mention the author (student and supervisor) of the infographic on the slide itself and note page

Infographics – Example (I / IV)

THE PARTISIM APPROACH



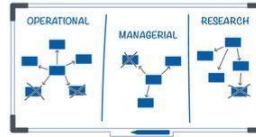
1. Initiate Study

The team explores the problem and setting, the stakeholder roles, what they want to achieve in the project and any relevant reading materials.



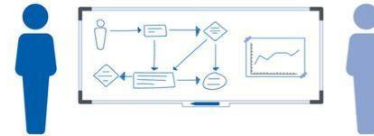
2. Define the Problem

In the first workshop, stakeholders undertake a structured analysis of the system, and identify where problems lie.



3. Build a mental model

In the second workshop, the modelling team and stakeholders draw diagrams to identify simulation model inputs and outputs, which can be used to measure the performance of the system, and map the routes people or objects take through the system.



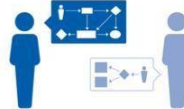
4. Build a simulation model

Modeller builds a model on the computer that simulates the flow of people or objects in the system under different future conditions.

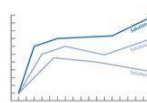


5. Explore the model

In the third workshop, modelers take the stakeholders through a structured "walk through" of the model and discuss whether it matches their experience of how their system works.



The stakeholders debate the solutions to identify which are likely to deliver desired and feasible improvements in performance.



6. Make decisions

In the last workshop, stakeholders review what they have learned, identify changes they have already made, discuss solutions that might improve performance and barriers to success, and identify actions they want to pursue.



Key Benefit

The approach allows for a genuinely collaborative relationship between modellers and stakeholders from the outset of and throughout the project.



Key Benefit

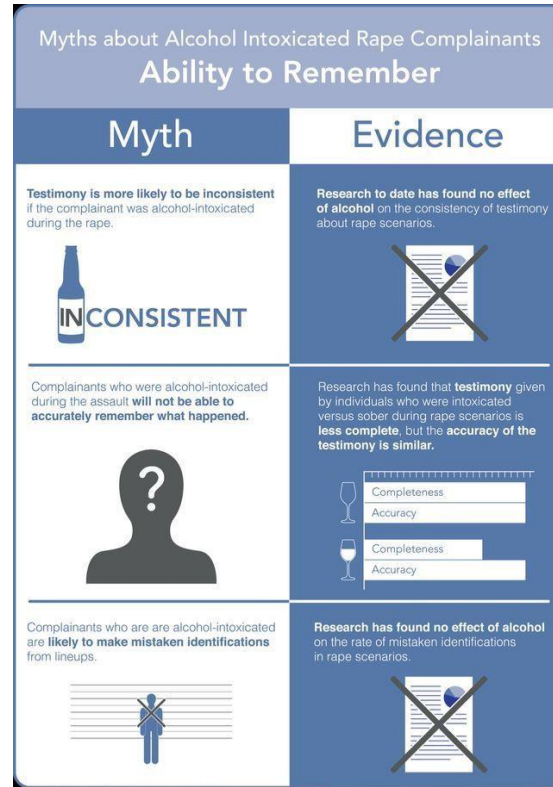
PartiSim provides an effective way to understand the problem and analyse options all in the space of just a few hours.



Key Benefit

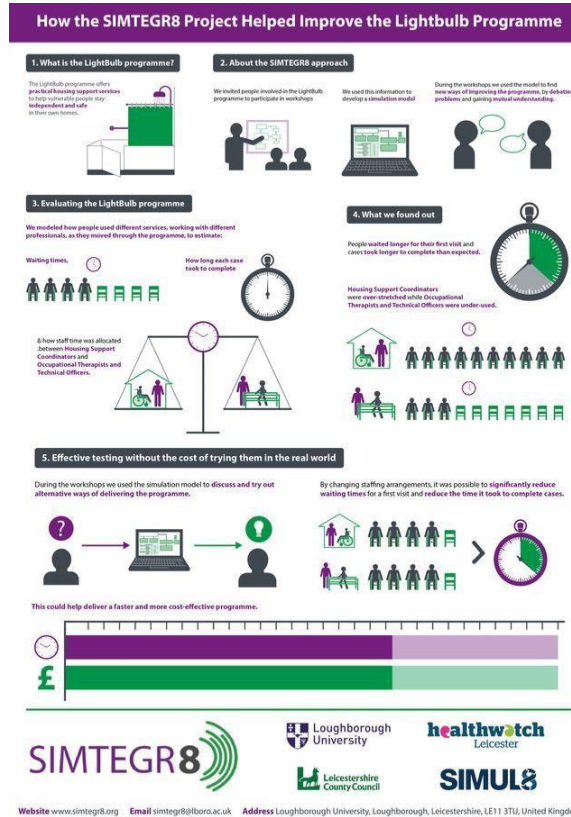
Stakeholders appreciate the way in which the PartiSim approach encourages collaboration, confidence, communication, creativity and consensus.

Infographics – Example (II / IV)



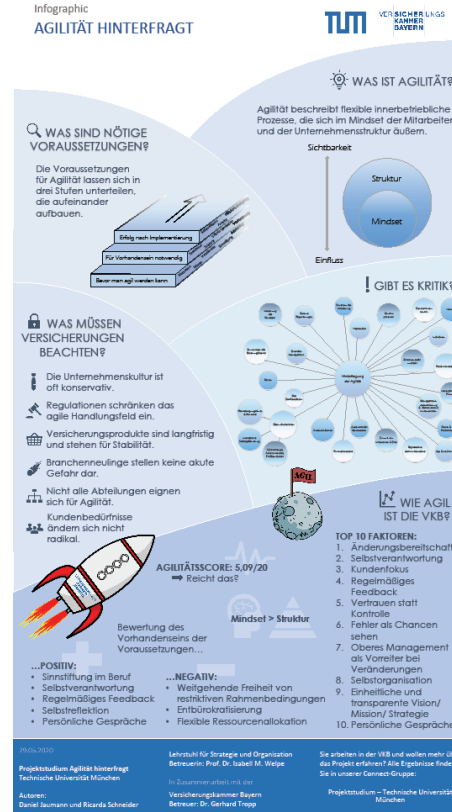
Authors: Reed, M.; Sutherland, A.

Infographics – Example (III / IV)



Authors: Reed, M.; Sutherland, A.

Infographics – Example (IV / IV)



In case you have any further questions, please contact your supervisor.

Chair for Strategy and Organization

Website: <https://www.strategy.wi.tum.de>

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Follow us on Twitter: [@StratOrgScience](https://twitter.com/StratOrgScience)

Thank You!

