### Appendix 5. Content of the development and/or research plan

<table>
<thead>
<tr>
<th>Parts of the thesis plan</th>
<th>Key content of the chapters</th>
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</table>
| 1. Background of the thesis |  - Situation at the company / organisation  
  - Situation on the market / in the operational environment, etc.  
  - Themes appearing in the literature, need for information, need for development |
| 2. Goals of the thesis |  - Derived from the background of the thesis  
  - Main objective of the thesis  
  - Sub-problems (allow reaching the main objective)  
  - Importance of the thesis: who will benefit and how  
  - Scope and delimitation: what will be included and what will be left out  
  - If applicable, reference to possible separate project plans |
| 3. Theoretical background of the thesis (framework) |  - Subject area, key concepts and relations between them, theoretical background |
| 4. Action plan |  - Key measures: what needs to be done  
  - If applicable, reference to possible separate project plans |
| 5. Possible research methods |  - If the thesis is a study, the character of the information needed:  
  - what method(s) an why  
  - form whom  
  - how (in practice)  
  - design of the data analysis  
  - If applicable, reference to possible separate project plans |
| 6. Necessary resources |  - Required human or infrastructural resources  
  - If applicable, reference to possible separate project plans |
| 7. Structure of the thesis |  - Outline for the table of contents at the heading level  
  - If applicable, reference to possible separate project plans |
| 8. Timetable |  - Conversion of the measures into tasks  
  - If applicable, reference to possible separate project plans |
| 9. Publication plan |  - What different versions will be made of the report and for whom?  
  - Discussion about the publicity / confidentiality of (different parts of) the report  
  - Where will the different reports possibly be published? |
| 10. Appendixes |  - Possible separate project plans  
  - Other required supplementary material |