

# BACHELOR'S PROJECT SPRING 2019

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Information meeting for BSc students

# THE PROJECT

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The bachelor's thesis is **the last study activity** at the BSc programme and builds on the knowledge and the abilities and competences the student has achieved through the course of study.

Objective:

To practice the student's competences to independently contribute to the identification and analysis of empirical and/or theoretical problems within one or more of the business economics subjects.

# LEARNING OBJECTIVES

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- Identify, describe and structure a relevant business economics problem through a precise and suitable problem statement
- Select and argue for choice of relevant concepts, models and theories to answer the problem statement and demonstrate understanding of these
- Select and argue for choice of relevant techniques, procedures and methodologies to generate, analyse and interpret primary and/or secondary data to illustrate the problem statement raised
- Plan and carry through collection of relevant primary and/or secondary data through a correct application of the techniques, procedures and methodologies chosen
- Conduct a clear and precise analysis and interpretation of the collected data through a correct application of the theories and methodologies chosen

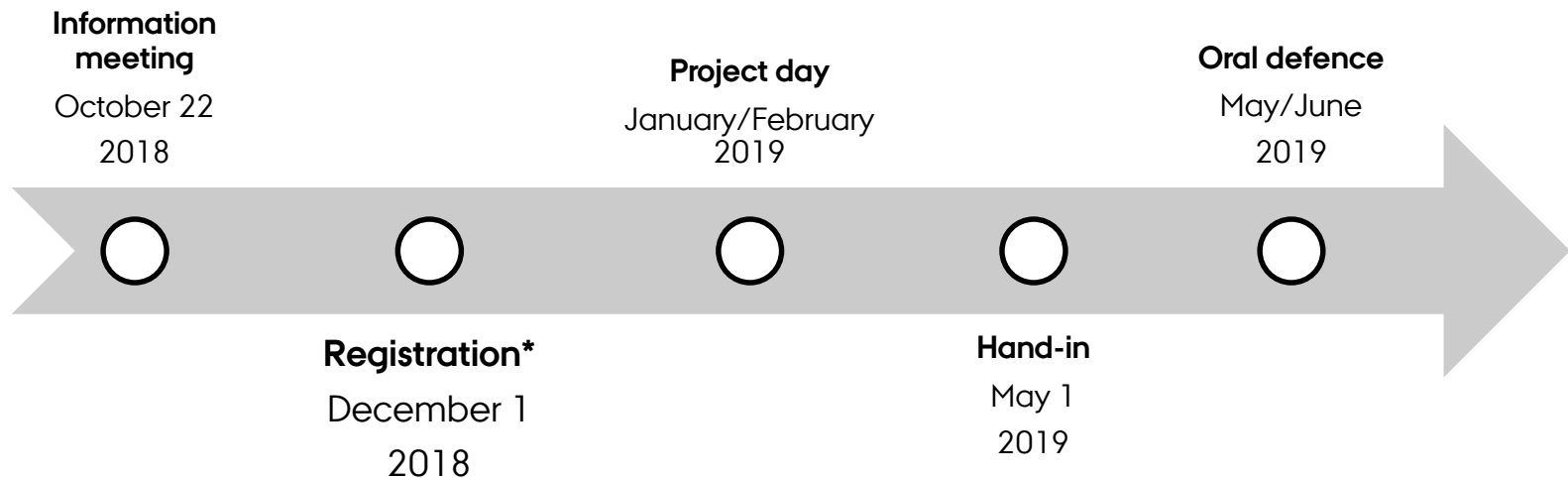
# LEARNING OBJECTIVES (CONTINUED)

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- Account for the conclusion of the analysis and put it into perspective based on the above
- Make critical assessments of the empirical and theoretical sources, methodologies, results and conclusions
- Prepare a well-structured thesis in a clear and precise language and in a form that supports the presentation of the analysis and its results
- Account for the content of the thesis, and at the oral defence be able to be part of a discussion about various topics of the thesis.

# THE PROCESS

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\* In addition to your registration in STADS for spring courses

# GROUPS

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The bachelor's project is carried out in a group of **no more than four students** – and you form your group yourself.

- You may choose to write the project alone (a group of one student), yet we recommend students to join a group as projects benefit from this.

**Notice!** When you register for the bachelor's project, you will do so as an group. Registration is binding – group membership is binding.

# CHOICE OF TOPIC

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You choose/define the topic for your bachelor's thesis yourself, as long as it stays **within the academic frames** of your programme.

- When choosing the topic, you might be inspired by a problem, an observation or a phenomenon that you find interesting or by models and theories from courses you have had.
  - ▶ The topic of the thesis is **typically** based on an existing real-life problem – It may be problems in a given organisation (private or public company, interest group, etc.) or an industry.

# TYPES OF THESES

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**Empirical thesis:** The purpose is to collect knowledge about a given topic by relating theory to empirical observations, for example by using existing data from databases, questionnaires, interviews, observations, simulations or experiments. This may take the form of a case study based on a specific occurrence or process in an actual company/organisation.

**Theoretical thesis:** This type of thesis builds on a theoretical model or a generic problem. Often a theoretical thesis is based on existing literature studies in which a certain theoretical problem is analysed. This type of thesis is less common than empirical theses. Be aware that methodology in a theoretical thesis concerns the approach used to carry through the literature study, and that data will be the former empirical and theoretical literature that is analysed.



# COOPERATION

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Depending on the topic and type of the project, students cooperate with a given organisation (private or public), a group of companies, an interest group, etc.

- It is the student(s) own responsibility to find a company.

AU's carrier centre are every single day contacted by companies, etc. who would like to cooperate with students. Therefore, it is a good idea to search the **AU job- and project bank** to see if a project, which might be interesting in the eyes of the group, is registered. The career centre also uploads **local opportunities to Blackboard**.

# SUPERVISOR

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Each group **is appointed** a supervisor taking into consideration the topic of the project – you can not make arrangement with a supervisor yourself.

The supervisor:

- Participates, if it is considered necessary, in a meeting with the company, when cooperation is established
- Guides you in the work with the project
- Is the examiner when you are to defend the project

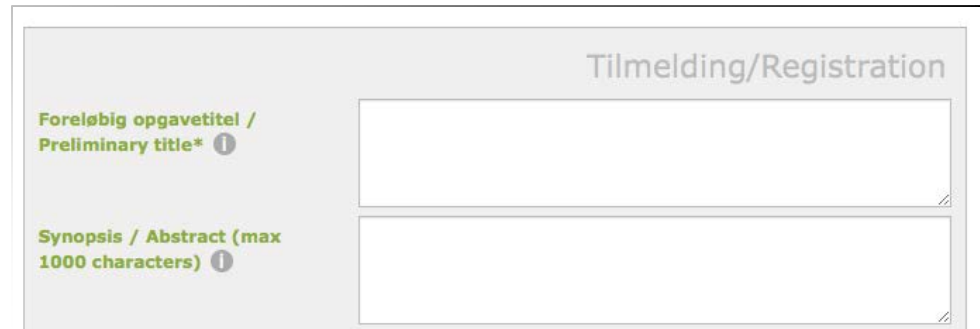
**Notice!** You have the chance to make a **request** for a named supervisor when you register for the bachelor's project. Here you can also see a list with available supervisors.

# REGISTRATION PRACTICALITIES

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Registration is done electronically via **The Study Portal for Business Development and Technology (BTECH)** – here you will find a registration form, which each group is to fill out with the following pieces of information:

- ▶ Full name, study ID, etc. for all group members
- ▶ Preliminary title
- ▶ Abstract (max 1,000 characters)
- ▶ Requested supervisor
- ▶ Comments



The screenshot shows a registration form with the following fields:

- Tilmelding/Registration** (Title)
- Foreløbig opgavetitel / Preliminary title\*** (with an information icon)
- Synopsis / Abstract (max 1000 characters)** (with an information icon)

# PROJECT DAY

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In the beginning of the spring semester, a **mandatory** project day is held.

Content:

- A former bachelor student shares his/her experience
- Writing an academic project
- Cooperation with companies – dos & don'ts
- Q&A session

# DEADLINES TO COME

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- Sending in the **registration form**: December 1, 2018
- Registration of **company cooperation**: As soon as there is an formal agreement with a company
- Hand-in of finished **bachelor's project**: May 1, 2019 at 14:00

# NEED TO KNOW

Make sure:

- To read the course description
- To consult the BTECH Study Portal re. bachelor's project

**Bachelor's Project**

**Description of qualifications**

The purpose of the bachelor's thesis is to provide the student's competence to independently contribute to the identification and analysis of empirical and/or theoretical problems within one or more of the business economic subjects. More specifically, through the bachelor's thesis and the oral defence, the student must be able to demonstrate higher ability to:

1. Identify, describe and structure a relevant business economic problem through a precise and suitable problem statement
2. Select and argue for choice of relevant concepts, models and theories to answer the problem statement and demonstrate understanding of these
3. Select and argue for choice of relevant techniques, procedures and methodologies to generate, analyse and interpret primary and/or secondary data to illustrate the problem statement raised
4. Plan and carry through selection of relevant primary and/or secondary data through a correct application of the techniques, procedures and methodologies chosen
5. Conduct a clear and precise analysis and interpretation of the collected data through a correct application of the theories and methodologies chosen
6. Account for the conclusion of the analysis and put it into perspective based on the above
7. Make critical assessments of the empirical and theoretical sources, methods, results and conclusions
8. Present a well-structured thesis in a clear and precise language and in a form that supports the presentation of the analysis and its results
9. Account for the content of the thesis, and at the oral defence be able to be part of a discussion about various topics of the thesis.

**Contents**

The bachelor's thesis is typically based on an existing business economic problem. It may be problems in a given organisation (private or public sector).

**Course coordinator** Lars Erik Petersen [lepe@mgm.au.dk](mailto:lepe@mgm.au.dk)

**Academic prerequisites** The bachelor's thesis is the last study activity of the BScD programme and builds on the knowledge and the abilities and competences the student has achieved through the course of study.

**Form of instruction** Supervision

**Comments on form of instruction** Project work and independent studies under supervision.

The bachelor's thesis can be made alone or in a group of up to four students under supervision.

The student's share responsibility for the bachelor's thesis and for structuring the thesis and planning the writing process, best possible. Therefore, the student's must be able to argue for all choices, assumptions and distributions (problem statement, theories, methods, analyses). The supervisor's primary task is to act as an academic guide, assist the student's approach and structure the student's work along the way – it is not to approve of the student's work along the way.

Please note that the supervisor is not expected to read the whole or larger parts of the thesis before it is handed in. However, the supervisor may read specific parts as part of the ongoing supervision process.

In rare instances of problems arising between the student and the supervisor, the student should

**ECTS** 23

**Period** Spring semester 2020

**Level** Bachelor

**Academic term** 6th semester

**Hours - weeks** A project day is held every year. In Aarhus, it is Thursday in week 11. In Herringø, it is later in the semester (date will be announced).

**Language of instruction** English

**Course type** Ordinary

**Primary programme** Bachelor's Degree Programme in Economics and Business Administration

**Related education**

**Department** Department of Management

**Faculty** Aarhus BSS

**Location** Aarhus

**STADS UNA code** 453181099

**Tags** The course description covers bachelor's projects at departments of economics and business

STUDERENDE.AU.DK

ALDER:

STUDIEPORTAL - FORRETNINGSUDVIKLING OG TEKNOLOGI (BTECH)

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## Bachelorprojekt - HA/BSc(B)

Formål med bachelorprojektet er at give den studerende mulighed for at demonstrere sin evne til selvstændigt at formulere en erhvervsrelateret problemformulering inden for et bestemt emne, udvalgte relevant litteratur, anvende metoder, indsamle og bearbejde data, formulere sig kritisk af sit data, foretage analyser og konkludere på spørgsmålet stillet i problemformuleringen.

På denne side kan du finde relevante informationer, træk og datter videregående 6. semester bachelorafhandling for alle studerende på HA og BSc(B) på Campus i Herringø.

Før tilmeldingsfristen	Skriveprocessen	Aflevering
<b>Infomøde</b>	<b>Projekt dag</b>	<b>Aflevering i WISEflow</b>
<b>Vil du skrive alene eller i en gruppe?</b>	<b>Tabeller og figurer</b>	<b>Det mundtlige forsvar</b>
<b>Valg af emne</b>	<b>Bilag</b>	<b>Bodømmelse</b>
<b>Obsaavetvder</b>	<b>Hensvisninger/referencer</b>	<b>Reeksamen</b>

Questions or comments?





**DEPARTMENT OF BUSINESS DEVELOPMENT  
AND TECHNOLOGY**  
AARHUS UNIVERSITY