

BACHELOR'S PROJECT SPRING 2021

Information meeting for BSc students

THE PROJECT

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

The student acquires **knowledge**:

- To build and structure a comprehensive written presentation
- Of various qualitative and/or quantitative methods of analysis including their strengths and weaknesses
- To systematically identify and choose relevant theoretic literature
- 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

LEARNING OBJECTIVES (CONTINUED)

The student acquires **skills** to be able to

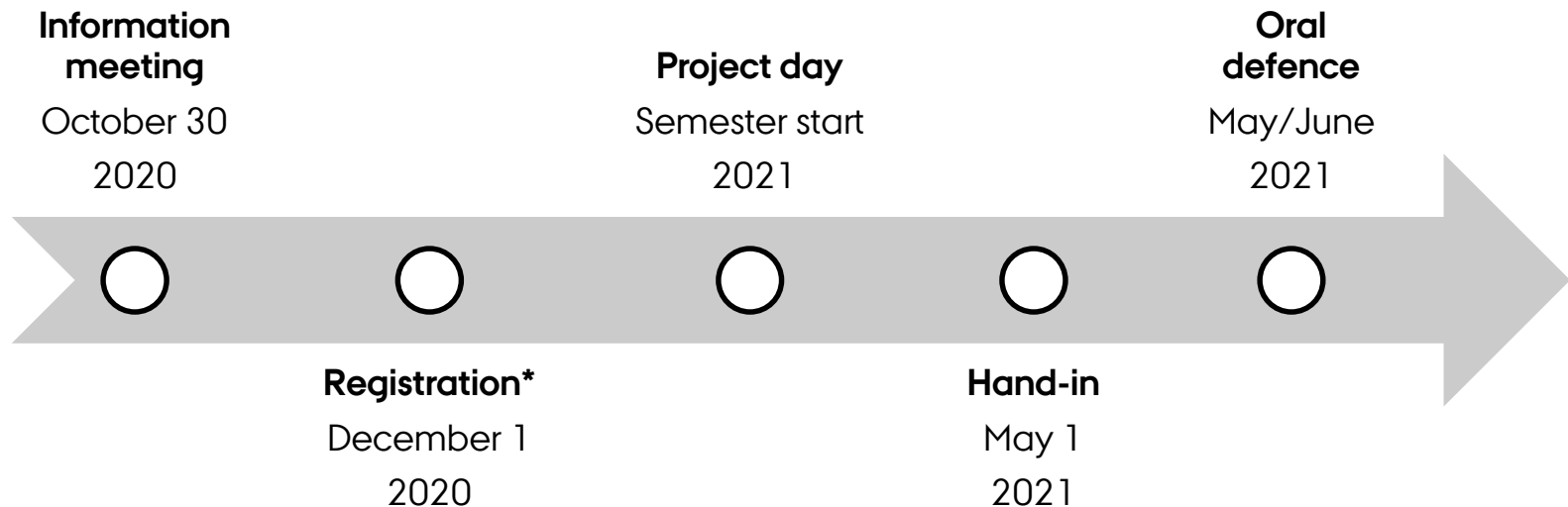
- Select and argue for choice of relevant concepts, models and theories to answer the problem statement and demonstrate understanding of these
- Select and argue for choice of relevant techniques, procedures and methodologies to generate, analyse and interpret primary and/or secondary data to illustrate 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
- Identify, describe and structure a relevant business economics problem through a precise and suitable problem statement

LEARNING OBJECTIVES (CONTINUED)

The student acquires the following **competences**:

- Conduct a clear and precise analysis and interpretation of the collected data through a correct application of the theories and methodologies chosen
- 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
- 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



* In addition to your registration in STADS for spring courses

GROUPS

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

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

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

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

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:

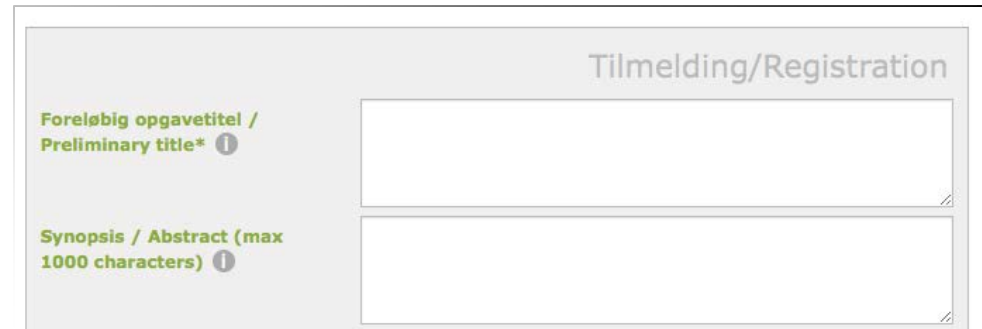
- Participates, if it is considered necessary, in a meeting with the company, when cooperation is established
- Guides you in the work with the project
- Is the examiner when you are to defend the project

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

REGISTRATION PRACTICALITIES

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
- ▶ Etc.



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

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

- Sending in the **registration form**: December 1, 2020
- Registration of **company cooperation**: As soon as there is an formal agreement with a company
- Hand-in of finished **bachelor's project**: May 1, 2021

NEED TO KNOW

Make sure:

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

Bachelor's Project - BTECH

Kvalifikationsbeskrivelse
The purpose of the Bachelor's thesis is 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. More specifically, through the Bachelor's thesis and the oral defence, the student must be able to demonstrate his/her ability to identify, carry through and present a comprehensive analysis of a specific problem statement:

The student acquires knowledge

- To help and structure a comprehensive written presentation
- Of various qualitative and/or quantitative methods of analysis including their strengths and weaknesses
- To systematically identify and choose relevant theoretic literature
- 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

The student acquires skills to be able to

- Select and argue for choice of relevant concepts, models and theories to answer the problem statement and demonstrate understanding of those
- Select and argue for choice of relevant techniques, procedures and methodologies to generate, analyse and interpret primary

Kursusansvarlig: Magnus Dilling Hansen, mdilling@econ.au.dk

Faglige fremskridninger: The Bachelor's thesis is the last study activity at the BScB programme and builds on the knowledge and the abilities and competences the student has achieved through the course of study.

Undervisningsformer: Vejledning

Kommentar til undervisningsform: 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 is/are responsible for the Bachelor's thesis and for structuring the thesis and planning the working process best possible. Therefore, the student/s must be able to argue for all choices, assumptions and delimitations (problem statement, theories, methods, analysis).

The supervisor's primary task is to act as an academic sparring partner; play

ECTS: 20

Periode: Forårsemester 2021

Niveau: Bachelor

Semesterplacering: BSc 6th semester.

Timer - Uge - Periode: A project day is held every year. In the Aarhus Thursday in week 41. In Herring later in the semester (date will be announced).

Undervisnings- sprog: Engelsk

Kursustype: Ordinær

Primær uddannelse: Den erhvervsøkonomiske bachelordiplomuddannelse, BA

Relaterede uddannelser: Den erhvervsøkonomiske bachelordiplomuddannelse, IIA (erhvervsøkonometri)

Institut: Institut for Forretningsudvikling og Yndeslign.

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STUDY PORTAL - BUSINESS DEVELOPMENT AND TECHNOLOGY (BTECH)

Dansk Search on Business I

Business Development and Technology (BTECH) > Bachelor's and Master's Thesis > Bachelor's project - BSc(B)

Bachelor's project - BSc(B)

The purpose of the bachelor's project is to give students an opportunity to demonstrate their ability to independently formulate a business-related problem statement within a given topic, select relevant literature, apply methodologies, collect and process data, make critical assessments, conduct analyses and conclude on the question raised in the problem statement.

On these pages, you will find relevant information, links and dates regarding the bachelor's project in the sixth semester for BSc(B) students at Campus Herning.

- > Corona
- >> Teaching
- >> Examination
- >> IT and support
- >> Counselling
- >> Study Abroad
- >> Bachelor's and Master's Thesis
 - Bachelor's Project - GPH

Before the registration deadline

- Information meeting +
- Writing on your own or +

The writing process

- Course description and guidelines for written assignments +

Handing in the bachelor's project

- Handing in the project in WISEflow +

Questions or comments?





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