

BACHELOR'S PROJECT SPRING 2022

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

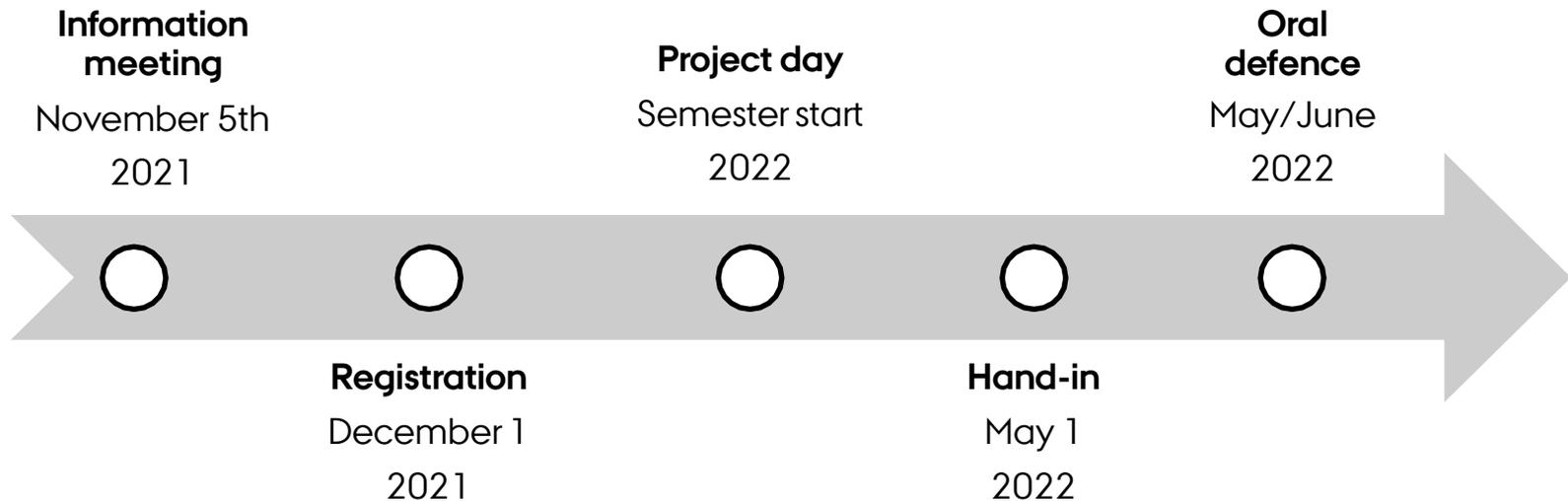
- Select and argue for choice of relevant concepts, models and theories to answer the problem statement and demonstrate understanding of these
- Select and argue for choice of relevant techniques, procedures and methodologies to generate, analyse and interpret primary and/or secondary data to illustrate 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



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 Brightspace**.

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.

List of available supervisors can be found on the study portal (same place as the registration form):

<https://studerende.au.dk/en/studies/subject-portals/btech/bachelors-and-masters-thesis/bachelors-project-bscb>

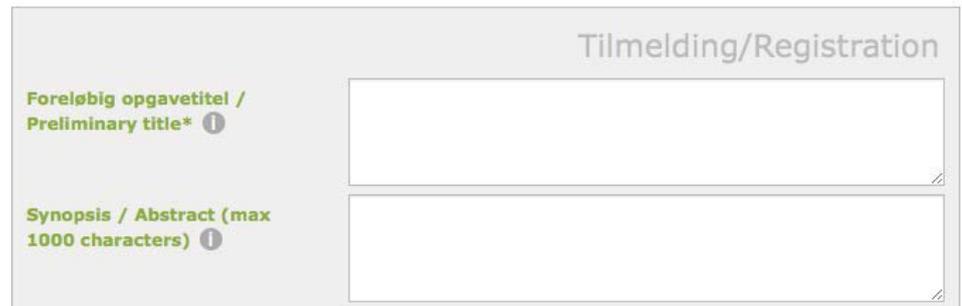
REGISTRATION PRACTICALITIES

Registration is done electronically via **The Study Portal for Business Development and Technology (BTECH)**:

<https://studerende.au.dk/en/studies/subject-portals/btech/bachelors-and-masters-thesis/bachelors-project-bscb>

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 title "Tilmelding/Registration". It contains two input fields. The first field is labeled "Foreløbig opgavetitel / Preliminary title*" and has an information icon. The second field is labeled "Synopsis / Abstract (max 1000 characters)" and also has an information icon. Both fields are currently empty.

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, 2021
- Registration of **company cooperation**: As soon as there is an formal agreement with a company
- Hand-in of finished **bachelor's project**: May 1, 2022

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 competence 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 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
- 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

Kursansvarlig [Mogens Dilling-Hansen,
dilling@econ.au.dk](mailto:Mogens.Dilling-Hansen@iuh@econ.au.dk)

Faglige forudsætninger 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.

Undervisningsformer Vejledning

Kommentar til undervisningsform Project work and independent studies under supervision.

Undervisningsform 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, analyses). The supervisor's primary task is to act as an academic sparring partner; play

| | |
|-------------------------------|---|
| ECTS | 30 |
| Periode | Førlæsessemester 2021 |
| Niveau | Bachelor |
| Semesterplacering | BSc: 6th semester. |
| Timer - Uge - Periode | A project day is held every year. In Aarhus Thursday in week 48. In Herning later in the semester (date will be announced). |
| Undervisningsprog | Engelsk |
| Kurstype | Online |
| Primer uddannelse | Den erhvervsøkonomiske bachelorsuddannelse, HA |
| Relaterede uddannelser | Den erhvervsøkonomiske bachelorsuddannelse, HA (engelsksprog) |
| Institut | Institut for Foreningsudvikling og Teknologi |

GETTING A GOOD ~~START~~

- Start early!
- Read – a lot!
- Install good reference software – fx Mendeley.
- Doing academic searches – do you know how?
- Use peer-reviewed sources and reliable empirical databases
- Book a librarian – AFTER you have done your own initial searches!
- Literature review tables can be helpful to keep track of trends across articles.

IF YOU RUN INTO TROUBLE...

Trouble with your group:

- Talk to each other and if needed, your supervisor
- Talk to the student councillor's office
- If still an issue, talk to the course coordinator: Inger Hauge – ingerh@btech.au.dk

Trouble with your supervisor: Talk to either the student councillor's office, or the course coordinator.

If you post-exam wish to file a complaint: Before you file, have a chat with student councillor Mette Bak Odder(metteod@au.dk).

Information about your rights and instructions on how to file can be found here:

<https://studerende.au.dk/en/studies/subject-portals/btech/examination/complaints-about-exams>

FOR FURTHER INFORMATION...

- Try the study portal first – all relevant information should be available here! This includes these slides, supervisor lists etc.
- For additional practical inquiries (registration, deadlines etc.): write to the study administration at bachelor.bss@au.dk
- For content inquiries: write to either Inger Hauge (HA students: ingerh@btech.au.dk) or Ane Jensen (BSc students: anechj@btech.au.dk)
- For company inquiries: write to John Hansen (john.Hansen@btech.au.dk)

Questions
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