BACHELOR’S PROJECT 2020
KICK-OFF

NB: THESE SLIDES WILL BE AVAILABLE ON THE STUDY PORTAL AFTER THIS PRESENTATION
PURPOSE OF THIS KICK-OFF EVENT

1. Motivate you to start thinking about your project
2. Highlight the relevant considerations in the initial phase
3. Point you in the direction of relevant information/resources
4. Give you a chance to talk to former bachelor students about their experiences.
Bachelor's project

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 bachelor students in Economics and Business Administration.

Before the registration deadline

- Introduction Meeting
- Writing on your own or in a group?
- Choice of topic
- Supervisor
- Registration

The writing process

- Formal requirements and guidelines for written assignments
- Appendices
- Processing personal data
- Confidentiality
- Special situations

Handing in the Bachelor's project

- Handing in the project in WISEflow
- The oral defence
- Reexamination
GETTING STARTED

• You are automatically registered, but…
• …you have to sign up through the Study Portal before December 1st
  • If you sign up as a group, only one group member needs to register and add the co-authors
• When choosing a topic it might be a help to:
  • let yourself be inspired by something you find interesting (class, topic, elective, news, etc.)
  • let your access to empirical data determine focus
t  • read former projects at the library’s e-archive (over VPN)
  • talk to older students
• The title for the form is not the research question or the final title of the project – just an indication of the theme.
GETTING A SUPERVISOR

• Lists of available supervisors (with topics) available at the study portal (NB: only those listed are available)
• When contacting a potential supervisor, try to be as concise as possible (topic, method, data, theories)
• Politeness/curtesy is free of charge
• Please: Don’t write to more than one supervisor at a time
• If you haven’t found a supervisor before December 1st:
  1. register online with a description of your project
  2. the department will appoint a supervisor.
REGISTRATION ON THE STUDY PORTAL

Tilmelding/Registration

Foreløbig opgavetitel / Preliminary title

Synopsis / Abstract (max 1000 characters)

Vejleder/Supervisor

Der er indgået aftale med vejleder / Agreement has been made with supervisor

- Ja, jeg har indgået aftale med / Yes, I have made an agreement with:

- Nej, men det kunne eksempelvis være / No but I will suggest:

Vejleders navn / Name of supervisor
### ECON TOPICS (EXAMPLE)

#### Economics

<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
<th>Language of instruction</th>
<th>Topics in spring/autumn 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmad Hassani</td>
<td><a href="mailto:ahass@econ.au.dk">ahass@econ.au.dk</a></td>
<td>English</td>
<td>• Real Estate Economics&lt;br&gt;• Urban Economics&lt;br&gt;• Housing Economics</td>
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<tr>
<td>Alexander Koch</td>
<td>Alexander Koch</td>
<td>Danish and English</td>
<td>• Topics in Experimental Economics&lt;br&gt;• Topics in Behavioural Economics&lt;br&gt;• Behavioural Economics applied in Citizenscience Games</td>
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<tr>
<td>Allan Sørensen</td>
<td><a href="mailto:allans@econ.au.dk">allans@econ.au.dk</a></td>
<td>Danish and English</td>
<td>• International economics&lt;br&gt;• International trade&lt;br&gt;• Economic policy&lt;br&gt;• Industrial economics &amp; industry dynamics&lt;br&gt;• Economics of globalization</td>
</tr>
</tbody>
</table>
MGMT TOPICS (EXAMPLE)

Alice Grønhøj  
- Forbrugeradfærd  
- Forbrugersocialisering  
- Børn og unge som forbrugere  
- Sundhed og økologi  
- Social marketing

Amando A Radomes  
Only projects in English  
- System dynamics simulation  
- Six sigma  
- Lean management  
- Project management

Anna B. Holm  
- Recruitment and talent acquisition  
- Employer branding  
- Business models  
- Business model change and innovation  
- Human resource management

- Global work experiences/expatriates  
- Quantitative research methods

Ann-Kristina Løkke Møller  
- Organisational behaviour  
- Attendance behavior (absenteeism and presenteeism)  
- Human resource management  
- Job attitudes  
- Leadership behaviour  
- Quantitative and qualitative research methods

Bjarne Rørup Schlichter  
- ERP / Enterprise Systems  
- Management of complex IS/IT projects, agility, value of IT  
- IT in the health sector  
- Management of IT (organisations)  
- IT procurement and sourcing (Outsourcing)  
- Qualitative methods  
- Conflicts (IT) IT law suits, Trust
THE SUPERVISION PROCESS

• Determine the ground rules and calibrate expectations with your supervisor early on (frequency of meetings, availability, meeting format – incl. physical/online, reading parts of thesis, etc.)

• Students are very different – so are supervisors

• Don’t hesitate to use your supervisor throughout

• Your supervisor is also the examiner (but the external examiner has the first and last say regarding grade)

• You’re responsible for the final product – not your supervisor.
EVALUATION CRITERIA

The student must be able to demonstrate his/her ability to:

- **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.
- **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.
CHEATING AND PLAGIARISM

Two – and only two – options:

1. If you know what plagiarism is – just don’t do it.
2. If you’re unsure about what plagiarism is – find out!

Remember: Self-plagiarism is also plagiarism.

Number of cases of plagiarism in bachelor’s projects (HA/BscB):

- 2011, 2012, 2013: 0
- 2014: 13 (approx. 6%)
- 2015: 7
- 2016, 2017, 2018: 0!
- 2019: 2
- 2020: 2
- 2021: None, right?
EMPIRICAL DATA COLLECTION

• Getting access can be very time consuming – start early
• How to get in contact with a case company?
  • Convenience, Small vs. Large, broaden focus
• Be clear about expectations:
  • What do you need (data access, number of interviews…) & What can you give back (theses, presentation, executive summary)?
• Ethics – behave nicely
• Covid 19 might make it more difficult to gather data.
  • Acknowledge this in your methods section and remember that it’s not the amount of data, but the quality with which you treat it in your project.
• Confidentiality and Non Disclosure Agreements (NDA):
  • Your supervisor (and the rest of AU) has confidentiality by default
  • There is a standard NDA at the Study Portal
  • If the company insists on a tailor made NDA - see Study Portal.
WRITING ALONE OR IN GROUPS

• You can write alone or in groups of 2, 3 or 4 students
• Oral exam is in groups – the grade is individual
• Writing alone gives more flexibility – writing with others gives more chance for discussion
• "If you want to go quickly, go alone. If you want to go far, go together." African proverb
• Problems with/among student(s) => study counsellor/supervisor
• Problems with the supervisor => bachelor responsible
  • Mogens Dilling-Hansen at ECON/ Christian Waldstrøm at MGMT.
QUESTIONS, COMMENTS, FOLLOW-UP

Study counsellors


You supervisor

Department of Management (MGMT)

- Christian Waldstrøm (cwa@mgmt.au.dk) (me)

Department of Economics and Business Economics (ECON)

- Mogens Dilling-Hansen (dilling@econ.au.dk).
MEET A STUDENT