

BACHELOR'S PROJECT 2023-24 KICK-OFF HA/BSCB

NB: THESE SLIDES AND PRESENTATION WILL BE AVAILABLE ON THE STUDY PORTAL

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 hear from former bachelor students about their experiences.

AGENDA FOR TODAY

14:15-14:45	PRESENTATION BY CHRISTIAN WALDSTRØM
14:45-14:55	PRESENTATION BY STUDENT COUNSELLORS
15:00-15:30	ROUND 1 Presentation with a former student
15:35-16:05	ROUND 2 Presentation with a former student
16:05-16:30	ROUND-OFF Questions to the student counsellors



- >> Introduction Week
- >> Teaching
- >> Examination
- > Brightspace
- >> Student Counselling
- >> Study Abroad
- >> Bachelor's project and Master's thesis
 - >> **Bachelor's project - BSc in Economics and Business Adm.**
 - > Information meeting about bachelor thesis
 - > Master's thesis - MSc in Economics and Business Administration
 - > Master's thesis - MSc in Social Sciences in Business Administration
 - > Study spaces for Master's thesis students
 - > Academic writing
 - > Confidential theses and projects
- >> IT and support
- >> Study environment
- >> Career for international students
- > Contact

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



Slides from the presentations 2022



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 for an attempt, 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
 - talk to older students
- Note: The title for the form is not the research question or the final title of the project – just an indication of the theme.

REGISTRATION ON THE STUDY PORTAL

Registreringsformular / Registration form

Titel (foreløbig) / Title
(preliminary)* ⓘ

Problemformulering
(udkast) / Problem
statement (draft) - max
500 characters ⓘ

Vejleder / Supervisor

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

(Ønsket) Vejleder /
(Suggested) Supervisor

*Hvis nej: Vælg
fagområde / If no,
choose an academic
area

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

☐ Nej, men jeg ønsker / No, but I will suggest:

-

-

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
- Problems among student(s) => study counsellor/supervisor.

GETTING A SUPERVISOR

- Lists of available supervisors (with topics) can be found at the study portal
- When contacting a potential supervisor, try to be as concise as possible (topic, method, data, theories)
- Politeness and common curtesy are 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 within your topic.

MGMT TOPICS (EXAMPLE)

Christian Truelsen Elbæk	chel@mgmt.au.dk	Behavioural Economics Judgment and Decision-Making Consumer Psychology Moral Psychology and Business Ethics Nudging Leadership Psychology	Danish and English
Claus Thrane	thrane@mgmt.au.dk	Entrepreneurship Iværksætteri Strategisk ledelse	Danish and English
Darius-Aurel Frank	df@mgmt.au.dk	Consumer Behavior/Psychology Retailing, Services and Branding Technology/Innovation Adoption Quant/Qual/Mixed Methods	English
Dorthe Døjbak Håkonsson	dod@mgmt.au.dk	Organisational and Management Theory Organisational design Non-hierarchical organising Organisational behaviour Emotions and cognitions	Danish and English

ECON TOPICS (EXAMPLE)

Forecasting in general, i.e. energy prices, commodities, macroeconomic time series or longevity	Bezirgen Veliyev	bveliyev@econ.au.dk	English
	Guðmundur Stefán Guðmundsson	gsgudmundsson@econ.au.dk	English
	Kim Christensen	kim@econ.au.dk	Danish and English
	Leopoldo Catania	leopoldo.catania@econ.au.dk	English
	Mikkel Bennedsen	mbennedsen@econ.au.dk	Danish and English
	Morten Ørregaard Nielsen	mon@econ.au.dk	Danish and English
	Sebastian Mathias Jensen	smjensen@econ.au.dk	Danish and English
	Simon Tranberg Bodilsen	sibo@econ.au.dk	Danish and English
	Yana Petrova	ypetrova@econ.au.dk	Danish and English
	Sulkhan Chavleishvili	sulkhan.chavleishvili@econ.au.dk	English
Fractional integration, cointegration and GARCH	Bent Jesper Christensen	bjchristensen@econ.au.dk	Danish and English
	Frederik Krabbe	frederik.krabbe@econ.au.dk	Danish and English
	Morten Ørregaard Nielsen	mon@econ.au.dk	Danish and English
Labour market econometrics	Luke Taylor	ltaylor@econ.au.dk	English
	Mikkel Sølvsten	miso@econ.au.dk	Danish and English

THE SUPERVISION PROCESS

- Determine the ground rules and calibrate expectations with your supervisor early (frequency of meetings, availability, meeting format, reading parts of thesis, etc.)
- You are all 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**
- Problems with the supervisor?
 1. Try talking about it openly with you supervisor
 2. Contact Mogens Dilling-Hansen ECON / Christian Waldstrøm MGMT.

EVALUATION CRITERIA

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

EVALUATION CRITERIA (CONT'D)

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

EVALUATION CRITERIA (CONT'D)

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.

CHEATING AND PLAGIARISM

- Ensure you [reference correctly](#) – whether it is theories, concepts, terms or direct quotes
- If you're unsure about the rules for cheating and plagiarism – [find out](#)
- Remember: Self-plagiarism is also plagiarism
- If things get tough – cheating is never the answer. Instead, please [reach out to us](#).



Quiz

Take our quiz and test your knowledge on plagiarism

stop
plagiat
nu

GENERATIVE AI (CHATBOTS)

- AU's rules on use of generative AI (e.g. ChatGPT) is currently very restrictive: Essentially you can't use it for exams
- We're expecting updated rules and guidelines that will normalise the use of generative AI in parts of the writing process (e.g. idea generation, feedback, exploring theories)
- Remember that the project should always be **your contribution** including being able to defend your project at the oral defence.

EMPIRICAL DATA COLLECTION

- Getting access can be very time consuming – start early
- How to contact a case company?
 - What access might you have?
 - Maybe avoid the same companies as everyone else
- Be clear about expectations:
 - What do you need from them (data access, number of interviews...)?
 - What can you give back (theses, presentation, executive summary)?
- Please behave respectfully
- Remember that it's not the amount of data, but the quality with which you treat the data in your project.

CONFIDENTIALITY AND GDPR

- Confidentiality and Non-Disclosure Agreements (NDA):
 - Your supervisor (and the rest of AU) has confidentiality by default
 - AU doesn't require an NDA!
 - There is a standard NDA at the Study Portal
 - If the company insists on a tailor-made NDA - see Study Portal
- GDPR
 - If you gain access to or collect personal data to be used in an assignment/your Master's thesis, you are responsible for taking care of that data. More information available on the study portal.

QUESTIONS, COMMENTS, FOLLOW-UP

Study counsellors

- <https://studerende.au.dk/en/studies/subject-portals/business-administration/counselling/the-student-counsellors-office/>

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).

