

**Bachelorseminar (inkl. Bachelorarbeit) | 040192**

Wintersemester 2022/23, English

<p><b>LV Leiter</b></p> <p><b>Cátia Alves Ph.D., Chair of Marketing</b>  <a href="mailto:catia.alves@univie.ac.at">catia.alves@univie.ac.at</a>          Homepage: <a href="http://marketing.univie.ac.at">http://marketing.univie.ac.at</a>          Office Hours: By Appointment</p>
<p><b>Objectives of the Course</b></p> <p>In this course, students are expected to plan and elaborate on a research project – their bachelor’s thesis. Students will get an understanding of the stages that must be accomplished as part of a research process (e.g., literature search and review, theory building, and empirical framework) as well as the necessary skills to perform scientific research (e.g., creative thinking, academic writing, etc).</p>
<p><b>Course Content</b></p> <p>This course will cover the following topics:</p> <ul style="list-style-type: none"> <li>• Formulating a research question</li> <li>• Critically reviewing the literature</li> <li>• Research philosophies and approaches</li> <li>• Formulating the research design</li> </ul> <p><b>Thesis topic:</b> The students can choose one of 4 topics (e.g., emotions, biases, creativity/innovation and physical-mental health). Students can also propose a topic outside this field, but it requires approval from the course instructor.</p>
<p><b>Methodology</b></p> <p>This course is composed of two parts:</p> <p>(1) Theoretical: lectures on how to elaborate a thesis and research best practices in marketing;          (2) Practical: group presentations</p> <ul style="list-style-type: none"> <li>▪ <b>Group work:</b> Students will work in groups (<b>2 students</b>) on their projects. The presentation should take <b>30 minutes</b>.</li> </ul> <p>Attendance is compulsory; more than three absences lead to failing the course.          Failing the course requires retaking the whole course (i.e., individual parts cannot be repeated)</p>
<p><b>Admission criteria</b></p> <ul style="list-style-type: none"> <li>▪ Registration via U:SPACE</li> <li>▪ Have completed “VO Einführung in das wissenschaftliche Arbeiten”</li> </ul>

## Assessment

The evaluation criteria of the seminar are as follows:

- Presentation: 30%
- Participation: 10%
- Written bachelor's thesis: 60%

**Presentation:** Students will be graded as a group (exceptionally, grades can vary in case of significant discrepancies during the presentation).

**Written report:** Students will be graded as a group (exceptionally, grades may differ; such as when peers provide extraordinarily high or low feedback on a specific student).

- The full thesis should include the following parts: introduction, theoretical background, hypothesis development, proposed methodology, discussion (i.e., theoretical contribution, expected results, possible managerial implications), and conclusion.

**Participation:** Grades will be based on the quality and quantity of students' interventions. Students are encouraged to participate regularly and actively in their colleagues' presentations.

The final grade is determined as follows:

- ≥ 80%: 1
- ≥ 70%: 2
- ≥ 60%: 3
- ≥ 50%: 4
- < 50%: 5 (fail)

This course uses the software Turnitin to check written work for plagiarism.

## Examination material

Students are provided with course materials (lectures). Students are encouraged to read or consult the proposed literature.

## Literature

Sauders M., Philip Lewis P., Thornhill A. (2009) Research methods for business students - 5<sup>th</sup> edition, Pearson Education Limited

Malhotra N. (2010) Marketing Research . An Applied Orientation – 6<sup>th</sup> edition, Pearson

## Detailed schedule

06.10.2022: 15:00 – 17:30  SR 5	Lecture – part 1: Introduction, Lecture – part 2: Thesis structure and development
13.10.2022: 15:00 – 17:30 SR 5	Lecture – part 1: Methodologies Lecture – part 2: Topic suggestions (groups)
<b>Presentation submission deadline: 09.11.2022</b>	
10.11.2022: 15:00 – 17:30 SR 5	Presentations – topic 1 (group 1, 2, 3)
17.11.2022: 15:00 – 17:30 SR 5	Presentations – topic2 (group 4, 5, 6)
24.11.2022: 15:00 – 17:30 SR 5	Presentations – topic3 (group 7, 8, 9)
01.12.2022: 15:00 – 17:30 SR 5	Presentations – topic4 (group 10, 11, 12)
15.12.2022: 15:00 – 18:00 SR 5	Open-questions & doubts
<b>Thesis submission deadline: 12.01.2023</b>	