

SE Bachelor Seminar (inc. Bachelor's Paper) | 2023S

Information about the course

Course details

8.00 ECTS (2.00 SWS) | Continuous assessment of course work | Course format: on site
SPL 4 - Wirtschaftswissenschaften | max. 24 participants | Language: English

Kurs# 040 207-1 | Start: Thursday March 2nd, 15:00

Course instructor: Dr. Ifigeneia Leri
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Target audience

Bachelor students who are writing their bachelor thesis.

Objectives & Content

In this seminar students are expected to plan and elaborate on a research project (i.e. their bachelor's thesis). In the course students will get an understanding of the stages that should be accomplished as part of a research project (e.g. literature search and review, theory building, deriving a research question, empirical framework) as well as the necessary skills to perform scientific research (e.g. creative thinking, academic writing, etc.).

This course will cover the following topics:

- Formulating a research question
- Critically reviewing the literature
- Research philosophies and approaches
- Formulating the research design

The bachelor's thesis is expected to revolve around a topic in the area of narratives in marketing. Students can choose one of the 4 dynamic marketing research topics suggested by the instructor (i.e. experiences, AI advertising, influencer marketing, reshoring). Students can also propose a topic outside this field. However, the approval from the course instructor is required.

The course has "prüfungsimmanenten Charakter", therefore attendance is compulsory throughout the semester (see also Admission and Attendance Policies on our homepage); more than three absences will automatically result in a "fail" grade.

Course structure

The course is composed of two parts – a theoretical and a practical part.

The *theoretical part* (Sessions 1 & 2) includes lectures on how to elaborate a thesis and research best practices in marketing.

The *practical part* (Sessions 3-6) focuses on group presentations.

Each group – formed by two students – has to prepare one presentation on a topic. Each presentation is limited to 30 minutes and will be followed by questions and discussion from the instructor and the audience.

Note: All presentations have to be done using Power Point (or a similar program) and every group member has to present. Group members who are absent or are not presenting, without prior confirmation from the course instructor, will be graded with zero points.

Performance & Assessment criteria

Minimum requirements: attendance, active participation in discussions, group work & presentation.

The total performance of the course participants includes the following partial performances:

Group work/ Presentation (Team grade)	(30%)
Participation	(10%)
Written bachelor's thesis (Team grade)	(60%)

The *group presentations* will involve groups of 2 students. The same grade will be awarded to all students of the same group (exceptionally, grades may vary in case of significant discrepancies during the presentation). All group members have to contribute and participate in both the presentation and later discussion.

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

The *written bachelor's thesis* will involve groups of 2 students. Students will be graded as a group (exceptionally, grades may differ, e.g. in case of students providing extraordinarily high or low feedback on a specific student). The full thesis should include the following parts: introduction, theoretical background, hypotheses development, proposed methodology, discussion (i.e. theoretical contribution, expected results, possible managerial implications), and conclusion. This course uses the software Turnitin to check written work for plagiarism.

Students who fail the course must repeat the entire course (and must register in the usual way next time the course is offered).

The assessment of the overall performance of the participants is determined as follows:

- 1- ≥ 80 %
- 2- 70 - 79 %
- 3- 60 - 69%
- 4- 50 - 59 %
- 5- < 50%

Dates & Content

Unit		Content
1	02.03.2023 15:00 - 18:15 SR 15	Lecture – part 1: Introduction Lecture – part 2: Thesis structure and development
2	09.03.2023 15:00 - 18:15 SR 15	Lecture – part 1: Methodologies Lecture – part 2: Topic suggestions (groups)
Presentation submission deadline: 19.04.2023		
3	20.04.2023 15:00 - 18:15 SR 15	Presentations – topic 1: Groups 1, 2 & 3
4	27.04.2023 15:00 - 18:15 SR 15	Presentations – topic 2: Groups 4, 5 & 6
5	04.05.2023 15:00 - 18:15 SR 15	Presentations – topic 3: Groups 7, 8 & 9
6	11.05.2023 15:00 - 18:15 SR 15	Presentations – topic 4: Groups 10, 11 & 12
7	25.05.2023 15:00 - 18:15 SR 15	Open-questions and discussion
Thesis submission deadline: 26.06.2023		

Registration/Deregistration

Students wishing to take this course must register via U:SPACE during the registration period. Registered students who, for whatever reason, are not able to take the course must de-register electronically.

Students wishing to take the course must have completed “VO Einführung in das wissenschaftliche Arbeiten”.

Literature

Textbook: Saunders, M., Lewis, P. & Thornhill, A. (2019): Research methods for business students, 8th Ed., Pearson education limited.

Malhotra, N. (2010). Marketing Research. An Applied Orientation, 6th edition, Pearson.

Additional articles:

In addition to the text books, selected journal articles may be used to further support students' understanding of the course's content. These articles will be placed on Moodle and students informed accordingly.

Students are encouraged to read or consult the proposed literature.