

## SE Bachelor Seminar (incl. Bachelor Paper) | 2023W

---

Information about the course

### Course Details

8.00 ECTS (2.00 SWS) | compulsory attendance | continuous assessment | course format: on site | SPL 4 - Wirtschaftswissenschaften | max. 24 participants | Language: English

Kurs# 040 192 | Start: Wednesday, October 4<sup>th</sup>, 11:30

**Course Instructor:** Dr. Ilona Szócs  
**Contact:** [ilona.szoecs@univie.ac.at](mailto:ilona.szoecs@univie.ac.at)

### Target Audience

This seminar is aimed at bachelor students of Business Administration who have completed the *VO Introduction to Academic Work* course.

### Objectives & Content

The Bachelor Seminar is designed to provide students with the necessary knowledge and skills to conduct independent research and write a high-quality bachelor's thesis in the field of marketing. Through this seminar, students will learn various research methodologies, explore current marketing trends and issues, develop critical thinking and analytical skills, and refine their academic writing abilities. The course will also emphasize effective project management, time management, and presentation skills.

The core of this seminar encompasses the administration and completion of a Bachelor Paper. The Bachelor Paper involves both a theoretical and an empirical part; the theoretical part consists of a thorough literature review on a particular topic within a specific research area in marketing, whereas the empirical part includes the collection and analysis of data – using either a quantitative or qualitative approach – in order to draw meaningful academic and managerial conclusions.

### Prerequisites

Completed “*VO Introduction to Academic Work*” course. Successful completion of ABWL Marketing II is strongly recommended.

### Course Policies

The course has “prüfungsimmanenten Charakter”. 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.

Students wishing to take this seminar *must register via u:space* during the registration period. By registering for this course, you agree that the automated plagiarism software Turnitin processes and stores your data (i.e. presentation slides, Bachelor's Paper). Registered students who, for whatever reason, are not able to take the course *must de-register* electronically. The latest date by which the course can be dropped is **October 10, 2023**. Failure to meet this deadline will automatically result in a "fail" grade.

---

*It is absolutely essential that all registered students attend the first session on **October 4, 2023** (Introduction/Vorbereitung) as failure to do so will result in their exclusion from the seminar.*

---

## Course Structure

The course includes a combination of lectures, presentations, and group work. Students will be assigned into groups of two and will work toward a specific *group project* (i.e., Bachelor Paper) in accordance with the guidelines set by the course instructor.

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

The *theoretical part* (Sessions 1 & 2) includes lectures on scientific research, research methods, and selected topics in marketing. Following these sessions, the groups will decide on a particular topic for their Bachelor Paper.

The *practical part* (Sessions 3-7) focuses on the concrete development of the Bachelor Paper and students' progress with the thesis (i.e., group presentations, problem-solving, customized feedback). In this part, each group will deliver a class presentation on the chosen topic of the Bachelor Paper (more details will be given in class).

Note: Each group member must present. Group members who are absent or are not presenting, without prior confirmation from the course instructor, will be graded with zero points.

Groups are expected to integrate the feedback from the presentation blocks and workshops in their final Bachelor Paper. Students will have to (a) conduct a literature review that specifies the theoretical background of their paper, (b) propose specific research questions to be investigated, (c) apply quantitative/qualitative research approaches to address these questions, and (d) interpret the findings by drawing meaningful theoretical and managerial conclusions.

## Performance & Assessment

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

Performance in the seminar will be assessed as follows:

Group work/Presentation (group assessment)	30%
Participation (individual assessment)	10%
Written Bachelor Paper (group assessment)	60%

The *group work/presentation* assessment comprises the preparation and presentation of the ongoing work on the Bachelor Paper. The same points will be awarded to students belonging to the same group.

The *participation* assessment will be based on the quality and quantity of students' contribution to the sessions. Students are encouraged to participate regularly and actively in all sessions.

The *Written Bachelor Paper* will be assessed based on the final scientific paper submitted by the group. The same points will be awarded to students belonging to the same group.

A minimum of 50 percent needs to be attained overall to pass the course. The grading system is as follows:

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

Students who fail the course must repeat the entire course (and must register in the usual way next time the course is offered). ***No alternative formats of assessment or make-ups will be offered.***

## Dates & Content

Sessions		Content
1	04.10.2023 11:30 - 14:45 HS 17	Lecture – part 1: Introduction Lecture – part 2: The scientific research process
2	11.10.2023 11:30 - 14:45 HS 17	Lecture – part 1: Research methods Lecture – part 2: Concepts & issues on selected topics in marketing
<b>Presentation submission deadline: 17.11.2023</b>		
3	20.11.2023 13:15 - 16:30 HS 16	Presentation block 1
4	22.11.2023 13:15 - 16:30 HR 17	Presentation block 2
5	23.11.2023 13:15 - 16:30 HS 8	Presentation block 3
6	24.11.2023 13:15 - 16:30 HS 8	Presentation block 4
7	29.11.2023 11:30 - 14:45 HS 17	Interactive workshops, feedback, Q&A
<b>Bachelor Paper submission deadline: 08.01.2024</b>		

## Registration/De-Registration

<https://ufind.univie.ac.at/>

## **Literature**

### **Textbook**

Sauders, M., Lewis, P. & Thornhill, A. (2019). *Research Methods for Business Students*, 8<sup>th</sup> Ed., Pearson Education Limited.

### **Recommended literature**

Field, A. (2013). *Discovering Statistics Using IBM SPSS statistics*. Sage.

Malhotra, N. (2021). *Marketing Research. An Applied Orientation*, 7<sup>th</sup> edition, Pearson.

Zikmund, W. G., & Babin, B. J. (2016). *Exploring Marketing Research*, 11<sup>th</sup> edition, Cengage Learning. [ISBN-10 1305263529]

### **Additional readings**

Selected journal articles may be used to further support students' understanding of the academic writing process and/or on a specific marketing topic.