

This is the schedule and tasks that you commit to:

Research Seminar 23170 / Seminarium 23160	DEADLI NES	Additional information
Introduction	17.1.2022, 10.15	Introduction to the course in Teams. Compulsory attendance, not recorded. https://teams.microsoft.com/l/team/19%3acULVAOSYd3MQGQJRBj9eGiP1CRdM58cv-ejaBjzVd-A1%40thread.tacv2/conversations?groupId=54b8f0f3-ee2d-453b-96c0-346ec028e7fa&tenantId=6f304f3d-06b9-443c-802a-0606f683d043
Enroll in Moodle & UPLOAD SIGN-UP FORM .	17.1.2022	Sign-up form includes a description of your topic (research problem, aim etc.)!
Supervisors announced	19.1.2022	Given that everything runs smoothly. Contact your supervisor to set a date for the discussion of the research plan!
Final research plan	26.1.2022	In Moodle. Discussion with your supervisor
Seminar I deadline	27.2.2022	After the submission, start preparing your own presentation.
Allocation of peer review and opponence	28.2.2022 at about 3 p.m.	Please check which papers have been allocated to you for peer review and which paper you will be the opponent for.
Peer review of Seminar I manuscript	OPENS 28.2.2022 at about 3 p.m. CLOSES 6.3.2022	Participate in the Discussion Forum in Moodle and give feedback to the papers that have been assigned to you.
Seminar I presentations/attendance	7-11.3.2022, Mon-Fri 8.30 a.m.-6 p.m.	The schedule will be set when everyone has handed in their research plan. You attend your own seminar, when you are opponent, and when those students present whose papers you have commented (total of 4 seminars). You may attend other students' seminars also. Seminars will be held online in Teams! Go to the same channel as for the introduction of the course.
Method chapter with data collection, improved report, deadline	27.3.2022	Please be in contact with your supervisor and discuss the Methods chapter and your corrections that you have done based on Seminar 1.
Seminar II deadline	2.5.2022	Prepare presentation and opponence. Seminars currently planned at Hanken but may be moved to Teams with short notice.
Peer review of Seminar 2 manuscript	OPENS 2.5.2022 about 3	Participate in the Discussion Forum in Moodle and give feedback to the papers that have been assigned to you.

	p.m. CLOSES 6.5.2022	
Seminar II presentations/attendance	9-14.5.2022 2	The Seminar 2 schedule will be set immediately after Seminar 1. You attend your own seminar, the one where you are opponent (primarily the same as in Seminar 1), and the same two seminars that you were randomly allocated to in the Seminar 1 peer evaluation task. Total 4 attendances. After Seminar 2, finalise the thesis. If you want to graduate “this spring” then the latest thesis hand-in deadline is 31.7.2022.

Spring 2022	23160 Seminarium & 23170 Research Seminar 5 ECTS
LEARNING GOAL	<p>Master of science learning goal: <i>You have the skills to independently plan, complete, present, and evaluate scientific research projects.</i></p> <p>Translated into course goal: <i>You have the knowledge and skills to independently construct, complete, and present a research project that results in an academic thesis in your major subject.</i></p> <p>In this course, you <u>initialise</u> and <u>finalise</u> the Master thesis (see grading bonus for finalised thesis within time limit).</p>
LEARNING OBJECTIVE	<p>After the course you can:</p> <ul style="list-style-type: none"> • identify and formulate a suitable research problem and purpose • identify, assess and present relevant literature/research within the chosen field of research • argue for the chosen scientific approach, research method and data • orally and in writing conduct a scientific argumentation • analyse, discuss and provide constructive feedback on others’ research plans and ongoing research projects
READ THIS FIRST	<ul style="list-style-type: none"> • This course is recommended to be taken during the second year of Master studies (autumn or spring). • It is compulsory to attend the introduction of the course! • You need to have a viable <u>research problem and aim</u> to initialise the course. A sign-up form with your preliminary research problem and aim shall be uploaded in Moodle by the deadline. <p>You are accepted to the course and allocated a supervisor if you have a viable thesis topic, can argue for a research problem, and are willing to devote time to writing the thesis. There is no time to look for problems once the course has started. You need (from day one) a research problem that you have the capabilities to answer.</p> <ul style="list-style-type: none"> • If you fail to submit the final research proposal by the deadline (about a week after the course has started), you drop the course. <p>Plan your time wisely and take into consideration that this is a comprehensive and demanding course. It requires that you focus completely on your thesis (30 ECTS=</p>

	<p>800h), which you should submit within 1-3 months after finishing this course. If you work full-time, our strong recommendation is to take some time off from work to finish the thesis. There is no surplus time to take on other course work while you write your thesis. Work is never an excuse to skip a deadline or scheduled appointment.</p> <ul style="list-style-type: none"> You get supervision during the course only. After the course, you get one read through before handing in the thesis. <p>During the course, you will receive written and oral feedback from peers and supervisor on drafts of the MSc thesis, as well as provide feedback to other students. The course assists in structuring the thesis work and stimulating progress. Regular meetings pace the writing process and provide concrete deadlines and peer group pressure.</p> <ul style="list-style-type: none"> Failing the course for other than force majeure reasons means that it must be completely retaken (starting from signing up in Sisu and Moodle). 														
PRE-REQUIREMENT	<ul style="list-style-type: none"> Prior to taking the course you need to have completed the Research Skills course (code 23122). You need to have completed the required methods courses 10 credits. You need to have completed the compulsory course work (or equivalent) within your track and have a minimum of 20 credits in marketing (on top of Research Skills and Methods). 														
NEXT COURSE	<p>The course is given twice a year, <u>autumn and spring</u>.</p> <p>The courses cannot be combined, each course forms its own entity.</p>														
SUPPORTING COURSES	<p>Academic writing skills can be developed by taking the online Academic writing courses 5160, or 51003 & 51004, or 5565-E Vetenskaplig kommunikation för ekonomer, or equivalent.</p>														
GRADING	<p>Research seminar courses at Hanken are graded 40% seminar text, presentation, and progress, and 60% peer assignments. All assignments must be completed on time (lateness leads to reduced grade). The following 60%/40% weights & points are used:</p> <table> <tr> <td>Thesis plan. Evaluated by Supervisor</td> <td>(pass/fail)</td> </tr> <tr> <td>Seminar 1 (quality of report, presentation, and progress): Graded by Supervisor</td> <td>Seminar text (20%)</td> </tr> <tr> <td>Seminar 1 Peer review: acting as Opponent: Graded by Supervisor</td> <td>Peer assign. (20%)</td> </tr> <tr> <td>Seminar 1 peer group discussion of two Seminar 1 reports: Evaluated by Supervisor, Graded by examiner</td> <td>Peer assign. (10%)</td> </tr> <tr> <td>Method chapter: Evaluated by Supervisor</td> <td>pass/fail</td> </tr> <tr> <td>Seminar 2 (quality of report, presentation, and progress): Graded by Supervisor</td> <td>Seminar text (20%)</td> </tr> <tr> <td>Seminar 2 AoL assessment of presentation: (pass/fail) Graded by Supervisor</td> <td>Seminar presentation</td> </tr> </table>	Thesis plan. Evaluated by Supervisor	(pass/fail)	Seminar 1 (quality of report, presentation, and progress): Graded by Supervisor	Seminar text (20%)	Seminar 1 Peer review: acting as Opponent: Graded by Supervisor	Peer assign. (20%)	Seminar 1 peer group discussion of two Seminar 1 reports: Evaluated by Supervisor, Graded by examiner	Peer assign. (10%)	Method chapter: Evaluated by Supervisor	pass/fail	Seminar 2 (quality of report, presentation, and progress): Graded by Supervisor	Seminar text (20%)	Seminar 2 AoL assessment of presentation: (pass/fail) Graded by Supervisor	Seminar presentation
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	<p>Seminar 2 Peer review: acting as Opponent: Peer assign. (20%) Graded by Supervisor</p> <p>Seminar 1 Peer group discussion of two Seminar 1 reports: Peer assign. (10%) Evaluated by Supervisor, Graded by examiner</p> <p>1. Grading scale 50-59,9% of the points given equals 1 60-69,9% of the points given equals 2 70-79,9% of the points given equals 3 80-89,9% of the points given equals 4 90-100% of the points given equals 5</p>
WORKLOAD	<p>134 hours divided into scheduled (contact) hours (including supervisory meetings) of approx. 20h, Non-scheduled work approx. 114h.</p> <p>Example of workload calculation:</p> <ul style="list-style-type: none"> • Seminar attendance and supervisory scheduled appointments max 20h. • Individual work of 114h, approximately: <ol style="list-style-type: none"> 1. Being present, reading and providing feedback on two Seminar 1 and seminar 2 reports, 40h. 2. Being opponent at Seminar 1 and Seminar 2, including reading, analysing, seeking information, making professional presentation, 20h. 3. Preparing own presentations at Seminar 1 & Seminar 2, 5h. 4. Work not directly connected to the act of writing the thesis (which gives separately 30 ECTS), such as using Moodle and surplus hours for all of the above elements, 49h.
EXAMINER	Associate Professor Anne Rindell anne.rindell@hanken.fi
SUPERVISOR	When a supervisor has been appointed, please contact them immediately to set up an appointment to discuss your thesis topic, your timetable, and how you should work together during the process of writing your thesis. This appointment may be the one where you discuss the research plan (see below).
FINAL RESEARCH PLAN	<p>Hand in your research plan by the deadline, by uploading it in Moodle in the correct place (Swedish/English). <u>If your plan is not academically acceptable, you cannot continue the course.</u> In our experience, it is not possible to catch up if there is no viable plan at this point.</p> <p>Discuss the research plan with your supervisor. Approximately 45 minutes is reserved for the discussion. Contact your supervisor to book a time.</p> <p>A good plan takes time to write. The research plan (plan for your thesis), should include the following:</p> <p>About 8-10 pages (line spacing 1.5, font 12, left margin 3 cm, other 2.5 cm).</p> <ul style="list-style-type: none"> • First page: <u>preliminary title</u> of the thesis, your name, supervisor's name.

	<ul style="list-style-type: none"> • Table of content. • Introduction (setting the context) and Research problem (why is this important and relevant to study? What previous research exists? What has previous research neglected?), the focused purpose of your study, potential research questions, and delimitations. (2 pages) • A preliminary outline of your critical review of relevant literature. Which constructs will be central and what is their interrelationship? What central literature forms the basis of your work? (2-3 pages). • Outline of and plan for the empirical research. What kind of data would answer your aim? What data do you plan to collect, why, how, and from who? Access, ethical problems, justifications of method based on past studies and your aim? Analysis techniques that you expect to use? Focus on arguments for the <u>relevance</u> of the method for the research problem, how you will access data, and a realistic sampling plan, <u>not a general method description</u> from books. (1-2 pages of relevant, well-argued text). We are not impressed by an empirical plan that ignores past research, does not fit the aim and research problem, or seems to be based on a fixed idea of performing a certain type of method that the author believes is easier to execute, or fits the author's taste. Only scientific reasons based on the research problem are acceptable. • References, correctly written. • A personal timetable for your thesis work in the form of a Gantt chart, or similar. <p>An excellent research plan consists of all the above elements, and is a comprehensive well-structured and well-argued, concrete text with relevant references. It is obvious to the reader what the thesis will investigate, how it intends to investigate it, and why.</p> <p>Note 1: Prepare questions and take notes during the discussion with your supervisor.</p>
<p>PEER FEEDBACK</p>	<p>Students are expected to support other students' writing process. This means giving development suggestions to others throughout the course and perform peer evaluation with motivated feedback.</p> <p>Feedback is submitted in the discussion string in Moodle.</p> <ol style="list-style-type: none"> 1) Evaluation of and development suggestions on two other students' Seminar 1 texts. Random allocation of seminars to analyse. 2) Acting as opponent at Seminar 1 and Seminar 2.
<p>SEMINAR 1</p>	<p>The report is uploaded in Moodle. The manuscript that you present in class forms the beginning of your thesis. Out of the reserved 75 minutes, 45 are reserved for seminar presentation and discussion, and 30 for a private discussion with your supervisor. The presentation should be no longer than 10-15 minutes and the opponent has max 30 minutes to give feedback on the report and engage the seminar participants in a discussion of development suggestions.</p> <p><u>Content of the report:</u></p> <p>Remember to include a first page with the title of the work, your name, the supervisor's name, opponent's name, the time and place of the discussion. Do not add</p>

student number, which is private. Pay attention to details, like correct referencing, figure numbering and titles (remember to always refer to tables and figures in the text), a correct reference list etc.

You are expected to have a preliminary introduction of the thesis, a well-justified research problem and aim (2-4 pages), an in-depth, well-structured, and relevant literature review (about 10-15 pages) and a method chapter that describes how you intend to answer the aim empirically (a detailed empirical design of about 3-5 pages). You cannot copy paste from previous course work in methods courses (e.g. qualitative methods course). This is your empirical plan and motivation for this empirical project! An excellent description of the planned data collection relates your choices to past research (the literature review and your resulting model or framework for the study) and convinces the reader that this explicit sample with these explicit measures/questions are indeed the best way to get a good answer to the presented problem and aim of the thesis. In other words, be explicit about YOUR empirical data, rather than describing general sampling and analyzing strategies from method books or describing a philosophical perspective.

An excellent Seminar 1 typically has about 20-25 pages of well-written academic text (excluding title page, list of content, references, and appendices), where the author demonstrates in-depth understanding of previous research on the central concepts and their interrelationships, and the central ideas are clearly expressed. It is not a final thesis text, but it is well on its way, and gives the reader a coherent picture of existing knowledge and the author's intentions to add to it. It convinces the reader of the author's expertise in the subject. An excellent text needs max two weeks of revision after the seminar, apart from the adjustments that are made after data analysis.

Presentation: Show enthusiasm over your work! Pick out the central parts. Why do we need this study? What do we know from past research (theory) and how can your study add to that? How will you collect data and why? Although all presentations follow a similar structure, you can make the content extremely boring (you've all read this so I won't go into it..., uninformative text on slides) or add to the reader's previous understanding of why this topic is so interesting (at least to you!). Highlight its qualities and particularly your own thinking. The text on the slides must be academically informative, yet readable. The presentation should be approximately 10-15 minutes so focus on the essential.

Opponents: As an opponent your task is to carefully analyze the report, noting good academic work and suggesting further improvements based on what you have learned about academic research. Your main purpose is to help the student improve their work. Keep in mind what readers look for. Check for the consistency of title-problem-aim-theory-method. Depth of knowledge, correct and consistent use of concepts, ability to convey new thoughts to the reader, own critical thinking and conclusions, logic of arguments, justification of choices, clarity of expression, depth of referencing, synthesis of literature, alternative ways of tackling the problem, etc. Do a literature search of your own to suggest relevant additions to the review. Pay special attention to the aim and what it promises. Does the rest of the text support and answer it?

	<p>Missing parts in the report? Superfluous parts, nice to know but does not really move the discussion forward? Particularly great parts?</p> <p>The opponent prepares a presentation and uploads it into Moodle at the latest after the seminar. Tell the audience how you have structured your opponence and how you will draw the audience into the discussion of the report. Excellent opponents cover the main strengths and weaknesses and suggest improvements.</p> <p>Attending audience: Students who were randomly allocated to give feedback on the report attend the seminar and take part in the discussion both online in Moodle and on the seminar.</p> <ul style="list-style-type: none"> • With your own presentation, one seminar where you act as opponents, and 2 other seminar attendances, you attend altogether 4 seminars.
<p>METHOD CHAPTER/ DATA COLLECTION REPORT</p>	<p>It is very important that you proceed quickly with data collection after Seminar 1. You need to revise and deepen the method chapter with empirical details of the actual data collection. Write the chapter to the extent that you are able at this point. It should look like the text in a final thesis chapter. Of special interest is: How have you proceeded with the data collection itself: measurement scales/interview questions, sample choice, all data or part of data collected, quality of data collected, evaluation of difficulties related to the collection, and suggestions on how to solve problems. Bring forth discussion points for the 45 minutes meeting with your supervisor.</p> <p>An excellent method chapter provides full motivation of the empirical data collection, with description of measures and sample, how quality of data will be/was ensured, and how it will be/is/has been analyzed. Please note that all data need not be collected and analyzed at the time of the report. It is a report on work in progress, and you need to show progress.</p> <p>If you have not yet collected data or had difficulties collecting data, your report may include all other parts of the method chapter, anything that can be written without yet having the actual data. However, it is important to get a head start since you need to have collected the data before Seminar 2!</p> <ul style="list-style-type: none"> • <i>Note that you also need to hand in an improved version of the rest of the text with your method chapter.</i>
<p>SEMINAR 2</p>	<p>The report is uploaded in Moodle. You may not be as far as you wished on the manuscript, but this is not the point-in-time to give up! Do not make hasty decisions before discussing any problems with your supervisor and the examiner.</p> <p>Out of the reserved 75 minutes, 45 are reserved for the seminar discussion and 30 for a private discussion with your supervisor. You have max 10-15 minutes to present your work and the opponent has max 30 minutes to give improvement feedback and discuss it with the audience. The focus of the discussion is on the empirical analysis and conclusions in relation to the aim and theory, and the thesis in entirety. <i>The presentation of the Seminar 2 is also the last time you get detailed feedback from your thesis supervisor.</i></p>

You are expected to have worked on the text from Seminar 1, improving it and writing it in a format that can be included in the final thesis. Seminar 2 is the final step towards a finished thesis and the expectations on the research problem, theoretical framework and method chapters are particularly high. Your supervisor will expect you to show considerable progress from Seminar 1. Ideally, you have collected all data and can present preliminary results. All chapters need to show that you have seriously worked on them, getting closer to the final thesis. **Excellent progress** is a close-to-finish draft of your entire Master thesis.

For **opponents**, see Seminar 1.

Presentation. Give the audience your study in a nutshell: relevance of the study, aim, framework/model, research design and results, conclusions and potential contribution/newness. The presentation should be max. 15 minutes so focus on the essential. The audience is mostly interested in your empirical results so give this part more attention. Your presentation will be evaluated on the Hanken AoL presentation skills criteria. Acquaint yourself with the criteria. Considering that Seminar 2 is handed in a week before the presentation, you are allowed to add important new findings to your presentation, even if they are not yet presented in the seminar text.

Attending audience: The same students who attended Seminar 1 attend Seminar 2 and takes part in the discussion online in Moodle and on the seminar.

With your own presentation, one seminar where you act as opponents, and 2 other seminar attendances, you attend altogether 4 seminars. **Seminar 2 report content:** The expected length of the complete manuscript for Seminar 2 is about 35-50 pages. A tightly written final thesis includes 45-60 pages (without title, content, references, appendices).

Remember to include a first page with the title of your work, your name, the supervisor's name, time and place of the discussion. Pay attention to academic writing details, like correct referencing, figure/table numbering and titles (and remember to always refer to tables and figures in the text), a correct reference list etc.

Let's assume that you strive to write a concise thesis of about 60 pages. This is in line with Hanken's thesis length recommendation. The following rough suggestions are for the seminar 2 of such a thesis.

Chapter 1: Introduction, research problem, aim, delimitations, key constructs (most often) (about 4 pages).

Chapter 2: Literature review (may be given a heading that covers the reviewed constructs, but do not use the same heading as the title of your thesis). (about 10-15 pages)

Chapter 3: Method (about 6-10 pages, depending on the method), describing YOUR choices, YOUR research design. Typically includes YOUR motivations for data collection method, YOUR measures, YOUR sampling and data collection, (preliminary) data description/case descriptions, YOUR informed description of how YOU analysed data (with many example interpretations, if qualitative), and any data quality issues that need to be raised before presenting the findings.

	<p><i>Chapter 4:</i> Empirical findings. Results from the empirical study (about 7-15 pages, depending on the method). Ideally you have the full results. Pay attention to data reporting issues. Academic tables and figures, structured and neutral reporting of data, leaving your own opinions to the (end of the) discussion part. The data must be analysed and presented according to the scientific principles that you have outlined in the method chapter. You need to show that you master the chosen scientific method. This means going beyond descriptive presentations, regardless of method.</p> <p><i>Chapter 5:</i> Discussion and Implications (Ideally you already have an idea about the main findings and how they relate to the literature, about 3-6 pages). Typically starting with your key findings, a structured discussion of those findings in view of your literature review, including their potential contribution to previous work, practical implications of the study, limitations and further research suggestions, and concluding remarks.</p> <p><i>Reference list</i> (correctly written), questionnaire or interview guide, other appendices.</p> <p>After Seminar 2 you finalize the manuscript based on the comments, so that you will be able to hand it preferably 2 months after starting the process.</p>
<p>DISCUSSION FORUM in Moodle</p>	<p>The discussions in Moodle will be graded 1-10 points (per discussion forum) by the supervisor. Further instructions will be given when the Moodle set-up is ready. The grading follows</p> <p>0-5 =fail; 6-7 under expectations, 8 according to expectations, 9 very good, 10 excellent.</p> <p>The whole group can get the same points or they can be individualized based on your activity and quality of comments.</p>
<p>THESIS FORMAT</p>	<p>Hanken's Teaching Council decided on April 22, 2020 on the following length guidelines of theses that meet AoL criteria and cover the whole grading scale. The guideline for the page length of a "master thesis is 60-70 pages of body text. A maximum number of pages of an approvable master thesis is 100 including cover page, table of contents, reference list, and appendices."</p> <p>The Teaching Council also recommends that Hanken's formatting guides are used http://blogg.hanken.fi/formateringsguide/en/frontpage/ , that thesis length guidelines do not apply to occasional article theses, and that an acceptable thesis length still is the task and responsibility of the supervisor.</p>

The thesis writing process as mutual responsibilities of students and supervisors towards a finished thesis

Milestones	Student	Supervisor
Coming up with a topic	When needed, student discusses the topic with some faculty member by appointment, before the course starts.	-----
Signing up for the course, supervisor is appointed	Student contacts supervisor to discuss the topic further.	Gives feedback on the intended topic
Research Proposal	Student hands in the research proposal.	Supervisor gives feedback on the proposal.
<i>Manuscript progress</i>	Student works on the feedback. Sends pre-Seminar 1 manuscript to supervisor on agreed upon time.	Supervisor gives feedback on the progress (followed instructions, going in the right direction, specific points to work on?).
Seminar 1	Student has worked according to the feedback, hands in a progressed Seminar 1 manuscript	Supervisor checks that student has followed advice and gives feedback on Seminar 1.
<i>Manuscript progress</i>	Student works on the new feedback, improving the existing text, and works further on planning the study, collecting data, and writing up the method chapter	-----
Manuscript with method chapter including data collection	Student hands in <u>the full manuscript so far</u> and agrees on a discussion time with supervisor.	Supervisor checks that student has followed previous advice and gives feedback particularly on the method chapter, which is assessed.
<i>Manuscript progress</i>	Student works on the feedback, and gathers the rest of the data, analyses data.	The time period is too short for it being viable to give much feedback before Seminar 2, but students may get feedback on example results.
Seminar 2	Student hands in a manuscript that includes the full method chapter and results.	Supervisor checks that student has followed previous advice and gives feedback on Seminar 2.
<i>Manuscript progress</i>	Student works on the feedback, improving the existing text, and finalises the concluding chapter. Ideally, within one month after Seminar 2, the final manuscript is sent to the supervisor for a final quick check, before the thesis is handed in. Always check with your supervisor three weeks in advance when they will have time to read it.	Supervisor gives final feedback to the student <u>within 5-6 months</u> of the student starting the thesis, checking that the thesis will pass as a Master thesis. Supervisors do not give feedback with regards to potential grading of thesis. Note that you cannot expect feedback between 21st December and 3rd January, or from Midsummer week to the first week of August.
Handing in thesis	Within two months after Seminar 2, the thesis is handed in. Student writes maturity test.	The thesis is graded together with a second examiner from another subject.