

# THESIS PREPARATION – ESSENTIALS OF ACADEMIC WORK

## LENGTH/CREDITS

- Preparation: 2–3 months
- On-campus: 2 days
- Post-processing: 1 month
- Credits: 4 ECTS credits

## CONTENT

The objective of this course is to introduce participants to important concepts in academic research. The course focuses largely on thesis research, but covers the topic in broader terms to include topics that apply to business research in general that will be useful beyond the preparation of a Master's Thesis. Emphasis is placed on the design of research studies, the choice of appropriate methods, good observation and analysis methods and interpretation of results. Since business research is the main focus of the course, an important theme is getting students to understand and appreciate that business research involves a systematic and organized effort to investigate a specific problem encountered in the work setting that needs a solution. The research provides the needed information that guides managers to make informed decisions to successfully deal with problems.

## THE MODULE EXPLORES

- choosing a topic, the research process and preparing a thesis proposal
- how to write an academic paper (structure, citations, interpretations etc.) analysis, summarisation and presentation of data, quantitative and qualitative methods including case studies, questionnaires and interviews
- how to provide strong support for conclusions and recommendations

## LEARNING OUTCOMES

After this module, the students will be able to:

- design a topic/thesis for an academic survey and prepare the basis/proposal of the Master's Thesis
- conduct and integrate a literature review
- determine when and how to use quantitative (experimental designs, surveys) and qualitative (case studies, ethnography, content analysis, grounded theory) research methods, and the important considerations required by each (e.g., how to develop and validate a survey)
- provide clear, accurate, and meaningful verbal and graphic presentations and interpretations of the results of the analyses
- apply decision models and further research tools for a precise and substantiated decision-making

## ASSESSMENT

Essentials of Academic Work	30 % Pre-test 20 % Participation 50 % Final Exam	4 ECTS Credits
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