

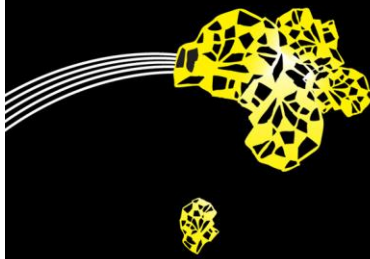
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Kick-Off BSc Thesis IBA/BK (201200015)

9 February 2015

Drs. Corrie Huijs

Programme Coordinator IBA



<http://www.utwente.nl/bms/iba-bachelortheses/>

<< MB EDUCATION

IBA BACHELOR THESIS CONFERENCE

HOME

5TH IBA BACHELOR THESIS
CONFERENCE, 2 JULY 2015

THESIS INFORMATION

PREVIOUS CONFERENCES

SEARCH



In the Bachelor Thesis course students show their acquisition of competences as mentioned in the intended learning outcomes of the BSc-programme in International Business Administration. At the School of Management and Governance two quartiles of the BSc Programme in International Business Administration are reserved for the execution of the research proposal for a bachelor thesis. If students have obtained 135 EC in the scheduled study pace they can start in April (4th quartile); otherwise they start in September (if they could not do so in April). The research proposal, that is part of the course, has to be prepared mainly in the quartile preceding their thesis work.

The Bachelor Thesis course enables students to explore a topic of interest in detail and to demonstrate gaining in-depth knowledge and competencies as mentioned in the intended learning outcomes of the BSc BA programme.

TYPES OF ASSIGNMENTS FOR THE BACHELOR THESIS

The Bachelor Thesis course is a research-oriented assignment, with justified choices towards theoretical, empirical, or design contribution to existing knowledge within the (International) Business Administration field of inquiry.

Whatever placement the student chooses (together with supervisors), the Thesis assignment should contribute to running research projects within the (International) Business Administration field of inquiry at the University of Twente.

The thesis project can be conducted in either:

- The University of Twente (so-called "internal assignment"); in case of an empirical research, students will visit organizations as an outside observer.
- A company (so-called "external assignment"); students will conduct research from within a company, with a focus on participative research.
- A foreign university (so-called "international assignment"); students may choose to participate in international



3 Main steps in BSc Thesis project (Q4) (Q1 of 2015-2016)

1. Writing a research proposal

proposal accepted before 20 April 2015 !

proposal delivered to supervisor before 3 July 2015!

2. Research and writing a paper

paper accepted at 19 June 2015

based on pre-final version

delivered 15 June 2015!

3. Presenting your paper at Conference 2 July 2015

at Conference 5 November 2015

final paper published 25 June 2015!

Agenda

1. General information, rules and procedures

2. Step 0: Finding a BSc Thesis project

3. Planning BSc Thesis project research and procedures

4. Assessment

5. Practical aspects



BSc Thesis IBA\BK in 2014-2015 (201200015)

- you are going to write a paper for a conference. The conference is part of the graduation ceremony.
 - **fixed deadlines!**
 - Why: to help you to be ready on time, within 10 weeks!
 - You explore a topic of interest in detail.
 - You demonstrate in-depth knowledge and competences mentioned in the learning outcomes of the programme.
 - It is **individual work** (individual grade).
 - Your thesis defence will be in the format of a paper presentation at the conference **2 July 2015**.
 - Conference based on 10 knowledge areas (~specialisations of MSc BA)
- Course code: 201200015 (IBA)

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“fixed” start of the thesis

BSc thesis projects are offered:

- In April (4th quartile) research - **3rd quartile research proposal**
Approval of proposal before 20 APRIL 2015!
- In September (1st quartile) research - **4th quartile research proposal**
Approval of proposal before 31 AUGUST 2015!
Therefore delivery of research proposal before :
3 July 2015 !
- Fixed start means a “fixed” finish!

Requirements:

- To start you need 135 EC in total (B1 + 75EC) at start of Q4
All results of 3rd quartile count!
(Remark about graduation: no results of Q4 taken into account)

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Learning objectives (1)

You are expected to show proficiency in:

- formulating a research question;
- applying fundamental business management concepts and/or theories to analyse the research question;
- develop a research framework (model if applicable);
- adopting a coherent research design, and using appropriate data collection and analysis techniques for the validation of the empirical findings (if applicable);



Learning objectives (2)

- demonstrating the scientific contribution and practical relevance of the research carried out;
- providing a consistent, well-structured and -argued text of a Bachelor Thesis article;
- planning and managing your own learning process; and
- presenting and defending results of your Bachelor Thesis course during the Students' Bachelor Thesis Conference.





Types of assignments for the bachelor thesis

- **You must start from finding a UT supervisor / topic; but not from a company!**
 - The University of Twente (so-called “internal assignment”); in case of an empirical research, you will visit organizations as an outside observer.
 - A company (so-called “external assignment”); you will conduct research from within a company, with a focus on participative research.
 - A foreign university (so-called “international assignment”); you may choose to participate in international research, with a focus on international management aspects within a specific knowledge domain



Step 0: Finding a research project

Calls for (Bachelor Thesis) Proposals within specific topics on the Blackboard site from Business Administration research groups :

- **Business Information Management**
- **Change Management & Organizational Behavior**
- **Entrepreneurship**
- **Finance & Accounting**
- **International Business**
- **Innovation & Technology Management**
- **Human Resource Management**
- **Marketing**
- **Purchasing & Supply Management**
- **Strategy**





IBA \ BK BSc Thesis tracks

Track (nr of Call for Proposals)	Coordinator	# students
Business Information Management (15)	Wijnhoven	Max 40
Change Management & Organizational Behavior (5)	Wilderom	
Entrepreneurship (7)	van Reekum	Max 20
Finance & Accounting (13)	Huang	30-40
HRM (15)	Bos-Nehles	Max 30
Innovation & Technology Management (10)	de Visser	± 30
International Business (1)	Stienstra	Max 20
Marketing (9+ 3)	Constantinides	
Purchasing & Supply Management (8)	Pulles	± 40
Strategy (7)	Loohuis	



Finding a BSc Thesis project

1. Visit BlackBoard of BSc Thesis and see:
 - Overview of Call for proposals
 - specific Calls for proposals
2. Choose a track and call(s) of your interest
3. Visit information meeting of track (*max 2 tracks*)
4. Arrange agreement with supervisor\trackcoordinator
5. Sign-up for the track in BB to receive track emails

NEXT step is to write your proposal

Tip : Be active !

(and contact your supervisor according to instructions)



EXAMPLE:

UNDERMINING THE EXTERNAL RESOURCE POSITION OF COMPETITORS – AN EXPLORATORY STUDY

- Recent research shows that collaborations with suppliers can increase a firm's competitive advantage even if these suppliers are shared with competitors. We know that certain firm-level capabilities play an important role in capturing better supplier resources than competitors. But what competitive actions do firms undertake to undermine the resource position of their competitors? A clear overview of what actions firms undertake to 'beat' their competitors is still lacking in the literature. The goal of this study is to review the literature to gain insight into the factors that may play a role here, and to collect and analyze empirical data in order to come up with a Resource Undermining Theory.
- Suitable Research Methods** – Literature study (required), case study (using interviews)
- Expected Deliverable/Results** – (i) overview of actions undertaken by firms, (ii) overview of impact of these actions, (iii) contingencies that influence the factors mentioned under i and ii, (iv) propositions describing the relationships between actions and outcome variables, and the role of contingency variables
- Research team** – Niels Pulles MSc (PhD candidate dept. BA) & dr. Jasper Veldman (assistant prof. dept. BA)
- Note** – This assignment is suitable for students that are following the B2B-Marketing or Supply Management specialization
- Key literature**
 - Capron, L., Chatain, O., 2008. Competitors' resource-oriented strategies: Acting on competitors' resources through interventions in factor markets and political markets. *Academy of Management Review* 33, 97-121
 - Mesquita, L.F., Anand, J., Brush, T.H., 2008. Comparing the resource-based and relational views: knowledge transfer and spillover in vertical alliances. *Strategic Management Journal* 29, 913-941
 - Pulles, N.J., Veldman, J., Schiele, H., 2013. Winning supplier resource competition: The influence of resource appropriation capabilities. Working paper, University of Twente



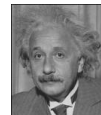
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UT BSc graduates competences : Research, Design and Organising

- Research starts with reading!
 - “standing on the shoulders of giants”
- A proposal takes into consideration the actual “*Body of knowledge*”



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BSc Thesis IBA/ BK 2014-2015 (201200015)

Deadline	Research Activity	Procedures
Februari	Finding a BSc thesis project	Kick-off + Trackmeeting + SMS registration application form
20 April	Write research proposal + approval	⇒ Go/no-go for research proposal ⇒ Go: SMS registration (SMS assignment form signed by 1st supervisor)
	progress reports (f.e. week 3,5,7)	requirements check (P \B1+75 EC) BOZ
15 May	Delivery of a progress report for check sufficient progress	
22 May	Decision on sufficient progress for finishing succesfully	Continue or STOP: supervisor informs Corrie Huijs (cc BOZ)
15 June	Pre-final submission Thesis (format according to template)	⇒ Formal Green light
19 June		Green light decision
25 June	Final thesis submission to supervisors	Also uploading thesis to UT repository + email to programme



BSc Thesis IBA/ BK 2014-2015 (201200015)

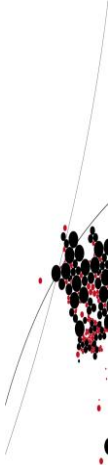
Deadline	Research Activity	Procedures
	Presentation 2 July 2015	Web publication paper
		Graduation 2 July 2015





What do you need to deliver?

- A **research proposal** for your individual research project
- Three or more submissions reporting your **paper-in-progress**
- An **individual final paper**, comparable with a scientific article (prepared for a possible contribution to a conference, book, and/or journal manuscript); fixed deadlines per quartile and within quartiles
- **Presentation** of your results at the Students Conference.
- **Planning**



Registering for the Bachelor Thesis course

- Advisor accepts a thesis proposal,
- Student formally register within the web application **Student Mobility System (SMS)**, webapps.utwente.nl (login to your ICT account).
- The required information must be entered. The printed and signed form need to be delivered to Mrs Uzi Wandt of BOZ (RA 3262).
- Students are responsible to check whether they fulfilled the requirements to start the thesis project beforehand (1st year of Bachelor and 75 EC, 135 ECs in total).



Enrolment into the Bachelor Thesis in International Business Administration (by SMS)

See manual in BB

SMS *application form* is informal enrollment and need to be followed by the (formal) printed application form as soon as proposal is approved!

- **Enroll via “SMS – Assignment”** (Opdrachtformulier)
as soon as your proposal is approved!
 1. Choose: Bachelor IBA and Graduation;
 2. Names of several supervisors will appear:
 - ☐ Choose Corrie Huijs.
 4. Bring printed and signed form (signature of **you** and your supervisor) to Mrs. Uzi Wandt of BOZ (RA-3262).



Your work in the Bachelor Thesis

- **Individual work**
 - Reading articles, writing your research proposal, conducting peer review of other research proposals, writing the Thesis (article), and presenting it at the Students Conference;
 - Every thesis is graded individually.
- **Group work is encouraged but not obligatory** (i.e. one research question but different in research methods or theory)
 - It depends on your topic and agreements with supervisor(s)
 - Participate in discussions during the sessions, conducting (parts of) the project in collaboration with peers.



Supervision

- The official start of Thesis work is marked by signing the printed [SMS Bachelor Thesis Project form](#).
- In general students meet with their advisor(s) every 2 weeks.
 - In week 5 the advisors may decide – after consulting with the Programme Director– to discontinue providing supervision, if they, after several advisory sessions observe that you fail to sufficiently progress in the project.
 - In such instance, you can start a new project in the next quartile, if necessary with new advisors.



Supervision (cont.)

Guidance (academic advice) from two UT (BMS) faculty members involved in IBA (BA):

- 1st advisor (lead advisor) - expert in the field from the Call for Proposals.
- 2nd advisor (“reading committee member”) - monitor and help in the progress of the thesis.
- External advisor – for thesis in external organization. (UT advisors are responsible for grading your Bachelor Thesis, in accordance to the learning goals and related criteria)



Assessment

Condition to participate at the Students' Conference:

- Sufficient progress in week 5 (15 May 2015).
 - Green Light for the paper on 19 June 2015
- You must earn at least a 6 for the paper.

Assessment matrix (criteria for assessment – not equally weighted):

1. Literature review & Theoretical framework;
2. Research method / design;
3. Data collection and analysis / Validation of the design;
4. Conclusions & recommendations / Contribution to theory & practice;
5. Writing structure and style;
6. Independence and professional skills;
7. Oral presentation and defense.

Appendix 1: Bachelor Thesis Assessment Matrix

Student Name:

Student number:

Assessment criteria	≤ 5	6	7	8	9	10
Research question	Unclear	Broad	Clear and specific	Clear, specific and well-defined	Clear, specific, well-defined and original	Excellent and innovative
Literature review & Theoretical framework	Almost no link with the scientific literature	Limited explanation of the scientific literature	Adequate explanation of the scientific literature; use of a loose conceptual framework	Well-explained and somewhat critical description of the literature; use of a clear conceptual framework	Critical evaluation of the literature; use of a very clear conceptual framework	Excellent; Profound and critical evaluation of the literature leading to a very clear conceptual framework
Research method / design	Disorganized; not based on the scientific literature	Limited explanation; vaguely justified using the scientific literature	Adequate explanation; appropriately justified using the scientific literature	Well-explained and well-justified using the scientific literature	Profound and critical explanation and evaluation of the research method	Excellent; original & innovative method.
Data collection and analysis / Validation of the design	Inadequately described; unclear analysis	Rather limited explanation; clear analysis	Adequate explanation; clear analysis	Well-explained; very clear analysis and validation	Profound demonstration of data collection and analysis; very clear validation	Excellent; application of latest, broad and in-depth analytical techniques, and validation
Conclusions & recommendations / Contribution to theory	Vague	Clear but not based on the reported findings	Conclusions based on the reported findings; appropriate recommendations for future research	Conclusions firmly based on the reported findings; valuable recommendations for future research	Profound conclusions; original recommendations for future research	Excellent; original and innovative contribution to the existing knowledge on the subject
Conclusions & recommendations / Contribution to practice	Vague	Clear but not based on the reported findings	Conclusions based on the reported findings; appropriate recommendations for practice, practical implications	Conclusions firmly based on the reported findings; valuable recommendations for practice, practical implications	Profound conclusions; original recommendations for practice, practical implications	Excellent; original and innovative recommendations for practice, practical implications

	≤ 5	6	7	8	9	10
Writing structure and style	Poor; illogical structure	Clear and consistent	Clear and consistent; adequately expressed	Clear and consistent; well-expressed; appropriately argued	Very clear and consistent structure; strong arguments	Excellent; enthuses and engages the reader
Independence and professional skills	Dependent on supervisors; poor demonstration of timely & well-prepared communication and other skills	Not so independent; satisfactory demonstration of skills	Semi-independent; good demonstration of skills	Rather independent; very good demonstration of skills	Very independent; superior demonstration of skills	Excellent; superior demonstration of skills, and helped other perform better in their project
Oral presentation and defense	Scrappy presentation; ambiguous answers	Satisfactory	Good	Very good; clear demonstration of engagement with the subject	Very good; superior demonstration of engagement with the subject	Excellent; superb demonstration of engagement with the subject
FINAL MARK:						

Comments (if any):

Date:

Name of Examiner 1:

Name of Examiner 2:

Signature:

Signature:

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Practical aspects – 2 July Conference and Graduation

- invite your family \ friends for 2 July Conference as well as Graduation session.
(your initiative)
 - schedule will be known around 29 June 2015
 - Also those who not graduate but finish their thesis invite your guests.

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Information

- Blackboard: Bachelor Thesis IBA\BK (2014-Jaar), code: 201200015
- Programme coordinator: Corrie Huijs:
programmecoordinator-iba@utwente.nl
- Track coordinators
- Study Advisor(s)

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Questions?

