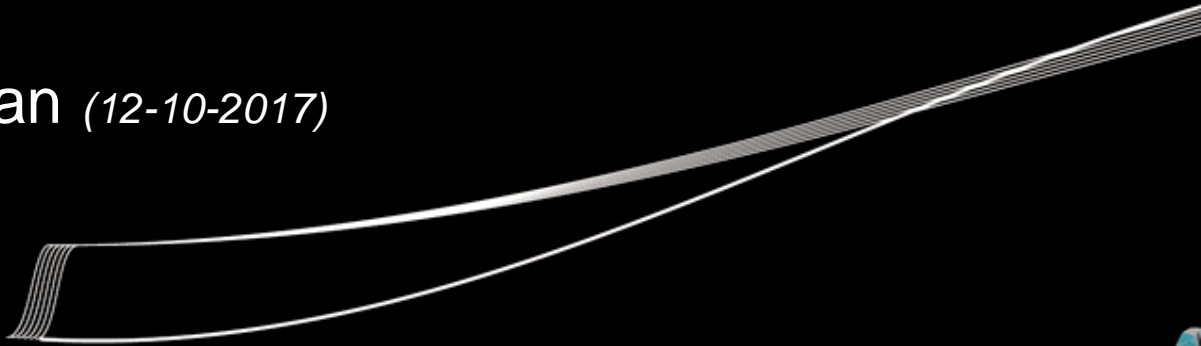
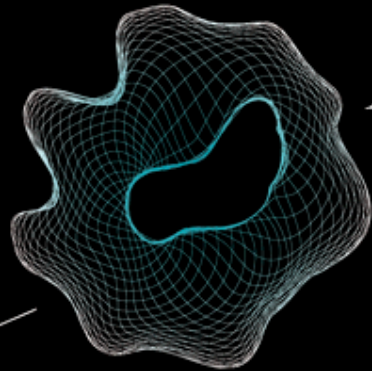


# Research Topics M-COM (2017 / 1B)

## Introduction lecture

Mark Tempelman (12-10-2017)





# Contents of this lecture

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- **Two topics to be addressed during this lecture:**
  - **Before the break (13.45 – 14.20):**
    - Introduction lecture Research Topics (M-COM)
  - **After the break (14.30 – 15.30):**
    - Information about the Master Thesis (M-COM)



# Introduction lecture Research Topics

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- Pre-requirements and enrolment
- Course aim and positioning within the master COM
- Course learning goals
- Course evaluation of previous semester
- Course organisation
- Course schedule
- Content of the group meetings
- Course deliverables and assessment
- Course deadlines
- How to get started



# Pre-requirements and enrolment

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- **The pre-requirements**

- There are no fixed pre-requirements to start with the Research Topics course
- Although, we do expect that participants also participated in the Essentials course of the chosen specialisation.
  - Knowledge and/or skills gained during the Essentials course might / will be re-used during the Research Topics course.

- **Registration for the course = enrolment on blackboard**

- Be sure that you enrol in the Research Topics blackboard website of your master specialisation.
  - The blackboard website will open on Monday October 30.



# Course aim and positioning in the master COM

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- **One of the two ‘core courses’ within the master specialisation**
  - The Research Topics will build upon the knowledge gained during the Essentials course and will also further elaborate skills acquired during the bachelor assignment or the Pre-master Academic Writing course.
  - The general aim is that students will perform an in depth elaboration of one of the themes within the chosen master specialisation, resulting in an individual proposal, which will also be presented during a pitching session.
    - Whereas the bachelor assignment and the Academic Writing course have the tendency to elaborate a topic more or less superficial, the Research Topics course offers the opportunity to really get deeper into a subject.



# Course aim and positioning in the master COM

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- **Positioning of the course**

- The Research Topics course will provide students with skills on how to elaborate a topic in order to get to a relevant research proposition and justification of the research design.
- Therewith the course will provide students with skills needed to start up the master thesis.
- The elaborated topics during this course, may also serve a starting point for your master thesis.



# Course learning goals

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- **At the end of the course students are capable of:**
  - Allocating an interesting and feasible research topic / direction within the chosen theme
  - Reflecting on academic literature related to the research topic
  - Elaborating the research topic towards relevant variables of interest and research questions
  - Elaborating a research design and proposed methods to conduct a future research
  - Pitching a research proposal before an audience
  - Assessing the quality of other student's research proposals and pitching performance



# Course evaluation of previous semester

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- **Two main issues which were mentioned during the course evaluation among students and teachers will be addressed in this edition of the course**
  1. The digital sign-up lists for the research themes on blackboard often resulted in students not being able to sign up for the theme of their preference
  2. The time to elaborate the theory section of the research proposal and discuss this aspect of the proposal with group members and the supervisor was perceived as too limited.
- Apart from these two aspects we also addressed the visibility of the course schedule in the roster. Normally group meetings would be scheduled in consultation with the supervisor and group members. Now the meetings are already visible in your roster.
  - Because multiple teachers are involved in the course, it can occur that pressing calendar-conflicts may result in rescheduling of a group meeting.





# Course evaluation of previous semester

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- **#1) – Early theme orientation process with multiple themes**
  - For this edition of the course we have asked teachers / supervisors to hand in multiple themes which relate to their expertise. This in order for students to have more themes to orient on.
    - We will communicate the themes to students on Thursday October 19 (by e-mail)
  - We will ask students to indicate their theme preferences by mentioning their top-3 theme preferences.
    - A link to a survey will be send to students by e-mail on Thursday October 19 and will be open until Thursday October 26.
    - Based on indicated theme preferences we hope to be able to come up with a group division



# Course evaluation of previous semester

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- **#2) – One group meeting with supervisor added about theoretical framework**
  - Because we are now implementing a procedure where the group division is already done before the start of the course, the first week can now be used to schedule a content related group meeting with the supervisor.
  - This will save one week and as a result we are able to schedule additional group meeting to discuss the theoretical framework of the proposal with the supervisor.



# Course organisation

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- **Project course; individual research proposals discussed in groups**
  - Based on the chosen theme, each student will develop his or her own research direction.
  - Students will meet in groups of max. five (5) with their supervisor to discuss the various aspects / stages of the proposal.
  - Students will distribute their (in-between) products among each other and the supervisor in order to provide peer review during the meetings.
    - During each meeting a separate aspect or stage of the research proposal will be discussed preventing that the material to be evaluated will cumulate at the end of the course.
  - Based on the peer feedback and supervisor feedback during the meetings students will link the separate aspects / stages of the proposal and work towards their final research proposal.



# Course organisation

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- **Supervision during the project**

- Each theme is linked to a supervisor with expertise on the theme.
- The time a supervisor can spend is limited and therefore supervisors will not review documents apart from the scheduled group meetings.
- The supervisor will prepare the meetings, based on the distributed (in-between) products, and will provide feedback during the group meeting.

- **Pitching sessions**

- At the end of the course pitching sessions will be organised where students must present and defend their proposals.
- Also students will need to judge the proposals and pitching performance of students from another group.
  - This in order to incorporate a competition element in the course and to establish a ranking of the research proposals. Based on the ranking, bonus points can be earned.



# Course organisation

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- **Attendance during the meetings and the pitching sessions**
  - We expect that attendance during the group meetings is of significant importance to pass the course and therefore highly recommended.
    - Your presence will also be noted as a part of the process assessment
  - Presence and active participation during the pitching is obligatory and is also part of the pitching and process assessment
- **What to do and when..?**
  - Course schedule / course outline



# Course schedule

## ▪ Detailed course schedule - #1

Week nr.	Weekday	Date	Activity / Lecture(s) / Group meeting(s)	
<b>46</b>	Monday	13-11-17	Reading of key-articles and writing of topic orientation	<b>Deadline (13-11):</b> Distribute topic orientation to group members and supervisor (by e-mail, before 17,00h)
	Tuesday	14-11-17	<b>First group meeting with supervisor (about topic orientation)</b>	
	Wednesday	15-11-17	Literature search and topic clarification	
	Thursday	16-11-17	Literature search and topic clarification	
	Friday	17-11-17	Literature search and topic clarification	<b>Deadline (17-11):</b> Distribute literature search and topic clarification to group members and supervisor (by e-mail, before 17,00h)
<b>47</b>	Monday	20-11-17	Preparation of group meeting	<b>Deadline (17-11):</b> Distribute literature search and topic clarification to group members and supervisor (by e-mail, before 17,00h)
	Tuesday	21-11-17	<b>Second group meeting with supervisor (about literature search)</b>	
	Wednesday	22-11-17	Additional literature search activities	
	Thursday	23-11-17	Additional literature search activities	
	Friday	24-11-17	Additional literature search activities	
<b>48</b>	Monday	27-11-17	Writing of draft theoretical framework	<b>Deadline (01-12):</b> Distribute draft theoretical framework to group members and supervisor (by e-mail, before 17,00h)
	Tuesday	28-11-17	Writing of draft theoretical framework	
	Wednesday	29-11-17	Writing of draft theoretical framework	
	Thursday	30-11-17	Writing of draft theoretical framework	
	Friday	1-12-17	Writing of draft theoretical framework	
<b>49</b>	Monday	4-12-17	Preparation of group meeting	<b>Deadline (01-12):</b> Distribute draft theoretical framework to group members and supervisor (by e-mail, before 17,00h)
	Tuesday	5-12-17	<b>Third group meeting with supervisor (about theoretical framework)</b>	
	Wednesday	6-12-17	Orientation towards the research design and methods section	
	Thursday	7-12-17	Orientation towards the research design and methods section	
	Friday	8-12-17	Orientation towards the research design and methods section	
<b>50</b>	Monday	11-12-17	Writing of draft research design and method section	<b>Deadline (15-12):</b> Distribute draft research design and method section to group members and supervisor (by e-mail, before 17,00h)
	Tuesday	12-12-17	Writing of draft research design and method section	
	Wednesday	13-12-17	Writing of draft research design and method section	
	Thursday	14-12-17	Writing of draft research design and method section	
	Friday	15-12-17	Writing of draft research design and method section	
<b>51</b>	Monday	18-12-17	Preparation of group meeting	<b>Deadline (15-12):</b> Distribute draft research design and method section to group members and supervisor (by e-mail, before 17,00h)
	Tuesday	19-12-17	<b>Fourth group meeting with supervisor (about method section)</b>	
	Wednesday	20-12-17	Writing of draft introduction section	
	Thursday	21-12-17	Writing of draft introduction section	
	Friday	22-12-17	Writing of draft introduction section	

# Course schedule

## ▪ Detailed course schedule - #2

Week nr.	Weekday	Date	Activity / Lecture(s) / Group meeting(s)
52	Monday	25-12-17	Christmass Holiday
	Tuesday	26-12-17	Christmass Holiday
	Wednesday	27-12-17	Christmass Holiday
	Thursday	28-12-17	Christmass Holiday
	Friday	29-12-17	Christmass Holiday
1	Monday	1-1-18	Christmass Holiday
	Tuesday	2-1-18	Christmass Holiday
	Wednesday	3-1-18	Christmass Holiday
	Thursday	4-1-18	Christmass Holiday
	Friday	5-1-18	Christmass Holiday
2	Monday	8-1-18	Writing of draft introduction section
	Tuesday	9-1-18	Writing of draft introduction section
	Wednesday	10-1-18	Writing / editing the final research proposal
	Thursday	11-1-18	Writing / editing the final research proposal
	Friday	12-1-18	Writing / e editing the final research proposal
3	Monday	15-1-18	Preparation of group meeting
	Tuesday	16-1-18	<b>Fifth group meeting with supervisor (about introduction section and finalization of proposal)</b>
	Wednesday	17-1-18	Writing / editing the final research proposal
	Thursday	18-1-18	Writing / editing the final research proposal
	Friday	19-1-18	Writing / editing the final research proposal
4	Monday	22-1-18	Exams master courses
	Tuesday	23-1-18	Exams master courses
	Wednesday	24-1-18	Exams master courses
	Thursday	25-1-18	Exams master courses
	Friday	26-1-18	Exams master courses
5	Monday	29-1-18	Exams master courses
	Tuesday	30-1-18	Exams master courses
	Wednesday	31-1-18	Exams master courses
	Thursday	1-2-18	Prepare for Pitching session and assessment of peer proposals
	Friday	2-2-18	Pitching sessions (morning event)

**Deadline (12-01):** Distribute draft introduction + abstract and questions about finalizing the proposal (by e-mail, before 12,00 / noon)

**!! - Assessment - !! (19-01):** Hand in research proposal (only on black board, before 17,00h)

**!! - Assessment - !! (02-02):** Pitching sessions (locations to be announced)



# Content of the group meetings

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- **Group meetings**

- In total there are five group meetings to be scheduled.
  - The first group meeting will be about the orientation towards a specific topic of interest, context or case study related to the research theme.
  - The second meeting will be about literature search activities and general content of the theoretical framework.
  - The third group meeting will be about the theoretical framework and research questions / hypotheses
  - During the fourth meeting the research design, in terms of to be applied methods or instruments, will be discussed
  - Finally, during the fifth meeting, the introduction of the research proposal and issues about the finalisation of the research proposal will be discussed.





# Content of the group meetings

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- **Preparing for the group meetings**

- Students will prepare a part of the research proposal for each group meeting.
- In the course manual (to be posted on blackboard) a description is provided about what to prepare for which meeting.
  - **Note:** *The number of words concerning the document you need to prepare for the meetings may differ from the number of words of the sections in the actual proposal as this is work in progress.*
- The prepared documents need to be distributed among the group members as well as being send to the group supervisor.
- All the group members are expected to read each others documents in order to be able to provide feedback during the group meeting.



# Course deliverables and assessment

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- **Course deliverables / assessment aspects**
  - In total there are three course deliverables:
    1. Research Proposal (75% of final grade)
    2. Pitching of the proposal (15% of final grade)
    3. Process active participation (10% of final grade)



# Course deliverables and assessment

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- **Research Proposal (75% of final grade)**
  - Students will write an individual Research Proposal
  - The maximum number of words for the proposal (excluding references) is 3.000 words, with a margin of + or -10%.
    - Cover sheet
      - Title page and abstract (200 words)  
*(Keywords)*
        1. Introduction of the research topic (500 words)
        2. Theoretical framework and research questions (1800 words)
        3. Research design and methods (500 words)
      - Literature list (minimum number of 15 references)
  - The assessment form for the Research Proposal is available on blackboard



# Course deliverables and assessment

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- **Pitching session (15% of final grade)**
  - During the pitching sessions students will present and defend their research proposals.
  - Students will be assessed on their presentation skills as well as their argumentation skills as far as answering of questions is concerned.
  - The assessment form of the pitching session is available on blackboard.
- **Judging research proposals and pitches of other groups (bonus points..!)**
  - By judging the research proposals and pitches of members of another group students will establish a rank order within each group.
    - The best ranked proposal in each group will earn 0,5 bonus points to be added to the final grade. The runner up will earn 0,25 bonus points



# Course deliverables and assessment

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- **Process / active participation (10% of final grade)**
  - We expect students to prepare for the group meetings and to take on an active role during the group meetings.
  - Therefore, concerning the process grade, students will be assessed on:
    - Actual attendance during the group meetings
    - Displayed social skills during the group meetings
    - Preparation for the group meetings
    - Active participation during the group meetings
  - The process assessment form is available on blackboard



# Course deliverables and assessment

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- **Pass or fail criteria**

- In order to pass for the course the combined grade of all assessment aspects must be 5,5 or higher.
- Also the research proposal itself must be graded 5,5 or higher
- Compensation is possible towards and between the pitching assessment and the process assessment.
  - Hence, a high grade on the pitching performance may compensate for an insufficient grade on the process assessment
- In the case of an insufficient mark students can hand in a revised version of the proposal during the retake attempt
  - A retake attempt is only allowed if a proposal is also handed in during the first attempt and the maximum grade during a retake attempt is 6,0.



# Course deadlines

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- **Preparation for group meetings**
  - Ultimately one day before each group meeting
  - To be distributed to other group members and the supervisor by e-mail
- **Research Proposal**
  - Friday January 19, before 17,00h
  - On black board, MsWord (\*.doc / \*.docx) or PDF format
- **Pitching sessions**
  - Friday February 2, (from 9,30h until approx. 12,30h)
  - Depending on your exam-schedule, already reserve time to prepare for the presentation and for the judging of other proposals..!
- **Announcement of grades and retake option**
  - Supervisors will be expected to hand in their grades on Wednesday February 7. If they do so, the grades can be announced on Friday February 9.
  - The retake for the proposal is scheduled on Friday February 23, before 17,00h



# How to get started...

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- **Theme orientation and indication of theme preference**
  - The available research themes within each specialisation will be send to students by e-mail on Thursday October 19, together wit a link to a survey where you can indicate your top-3 theme preferences.
  - The link to the survey will be open until Thursday October 26.
  - Based on the indication of theme preferences a division of research groups will be made and communicated to students around Monday November 6.





# How to get started...

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- **Preparing for the first meeting (Tuesday November 14)**

- Once the group division, related to the research themes, is communicated, students are able to prepare for the first group meeting, by reading the suggested readings connected to the themes.
- Important then is to orient towards a focus of interest or case study you would like to use to elaborate on in the Research Proposal
- In order to do so you may want to perform a media search to learn more about the societal impact of the theme.
  - ..., Think of interesting brands, product categories, target groups, societal issues...
- Send your thoughts regarding your angle of interest to write a research proposal about the theme to your group members and supervisor on Monday November 13.



# How to get started...

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- **Who to ask for what..?**

- If you have questions about the course organisation please contact the course coordinator: Mark Tempelman ([m.h.tempelman@utwente.nl](mailto:m.h.tempelman@utwente.nl))
- If you have any content related question please contact your supervisor, you will be linked to, or other group members.