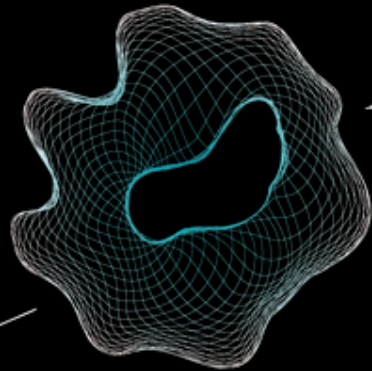


Research Topics M-COM (2017 / 2B)

Introduction lecture

Mark Tempelman (22-03-2018)





Contents of this lecture

- **Two topics to be addressed during this lecture:**
 - **Before the break (13.45 – 14.30):**
 - Introduction lecture Research Topics (M-COM)
 - **After the break (14.40 – 15.30):**
 - Information about the Master Thesis (M-COM)



Introduction lecture Research Topics

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



Pre-requirements and enrolment

- **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 April 9.



Course aim and positioning in the master COM

- **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

- **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

- **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 editions

- **Based on student feedback from the course evaluation, two main issues which were addressed during the previous (2017-1B) edition of the course.**
 1. The digital (first come first serve) sign-up lists have been replaced by a procedure where students could indicate their theme preference, based on which they were assigned to supervisors.
 2. An extra group meeting to elaborate / discuss the theory section was added. In prior editions there were four group meetings and now there are five.



Course evaluation of previous editions

- **Course evaluation of previous semester (2017-1B)**
 - The changes have been evaluated positively. Especially the freedom to choose a theme of interest or elaborate an own theme was appreciated.
 - Also because of this, students reported that they perceived the course as a good starting point for the master thesis.
- **Some points for improvement were also mentioned...**
 - Students indicated that the pace at the start of the course was rather high.
 - We now have added an extra week between the 2nd and 3rd group meeting
 - Students further indicated that they would appreciate training / preparation for the pitching session
 - We are currently considering to add a workshop / lecture in June, before the pitching sessions



Course organisation

- **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

- **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

- **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)	
17	Monday	23-4-18	Reading of key-articles and writing of topic orientation	Deadline (23-04): Distribute research topic orientation to group members and supervisor (by e-mail, before 17,00h)
	Tuesday	24-4-18	First group meeting with supervisor (about topic orientation)	
	Wednesday	25-4-18	Literature search and topic clarification	
	Thursday	26-4-18	Literature search and topic clarification	
	Friday	27-4-18	Public Holiday	
18	Monday	30-4-18	Preparing group meeting / reviewing other students work	Deadline (30-04): Distribute literature search and topic clarification to group members and supervisor (by e-mail, before 12,00h)
	Tuesday	1-5-18	Second group meeting with supervisor (about literature search)	
	Wednesday	2-5-18	Reading of key-articles and writing of topic orientation	
	Thursday	3-5-18	First meeting with supervisor (Thursday or Monday)	
	Friday	4-5-18	First meeting with supervisor (Thursday or Monday)	
19	Monday	7-5-18	First meeting with supervisor (Thursday or Monday)	
	Tuesday	8-5-18	Literature search and topic clarification	
	Wednesday	9-5-18	Literature search and topic clarification	
	Thursday	10-5-18	Public Holiday	
	Friday	11-5-18	Public Holiday	
20	Monday	14-5-18	Preparing group meeting / reviewing other students work	Deadline (18-05): Distribute draft theoretical framework to group members and supervisor (by e-mail, before 12,00h)
	Tuesday	15-5-18		
	Wednesday	16-5-18	Writing of draft theoretical framework	
	Thursday	17-5-18	Second meeting with supervisor (Thursday or Friday)	
	Friday	18-5-18	Second meeting with supervisor (Thursday or Friday)	
21	Monday	21-5-18	Public Holiday	
	Tuesday	22-5-18	Third group meeting with supervisor (about theoretical framework)	
	Wednesday	23-5-18	Orientation towards the research design and methods section	
	Thursday	24-5-18		
	Friday	25-5-18		
22	Monday	28-5-18	Public Holiday	
	Tuesday	29-5-18	Writing of draft research design and methods section	
	Wednesday	30-5-18	Writing of draft research design and methods section	
	Thursday	31-5-18	Third meeting with supervisor (Thursday or Friday)	
	Friday	1-6-18	Third meeting with supervisor (Thursday or Friday)	

Course schedule

▪ Detailed course schedule - #2

Week nr.	Weekday	Date	Activity / Lecture(s) / Group meeting(s)	
23	Monday	4-6-18	Preparing group meeting / reviewing other students work	Deadline (04-06): Distribute draft research design and methods section to group members and supervisor (by e-mail, before 09,00h)
	Tuesday	5-6-18	Fourth group meeting with supervisor (about method section)	
	Wednesday	6-6-18	Writing of draft introduction section	
	Thursday	7-6-18	Writing of draft introduction section	
	Friday	8-6-18	Writing of draft introduction section	
24	Monday	11-6-18	Writing of draft introduction section / editing proposal	
	Tuesday	12-6-18	Writing of draft introduction section / editing proposal	
	Wednesday	13-6-18	Writing of draft introduction section / editing proposal	
	Thursday	14-6-18	Fourth meeting with supervisor (Thursday or Friday)	
	Friday	15-6-18	Fourth meeting with supervisor (Thursday or Friday)	
25	Monday	18-6-18	Preparing group meeting / reviewing other students work	Deadline (18-06): Distribute draft introduction + abstract and questions about finalizing the proposal (by e-mail, before 09,00h)
	Tuesday	19-6-18	Fifth group meeting with supervisor (about introduction / finalization)	
	Wednesday	20-6-18	Writing / editing the final research proposal	
	Thursday	21-6-18	Writing / editing the final research proposal	
	Friday	22-6-18	Writing / editing the final research proposal	
26	Monday	25-6-18	<i>Exams master courses / editing the final research proposal</i>	!! - Assessment - !! (29-06): Hand in research proposal (on black board, before 17,00h)
	Tuesday	26-6-18	<i>Exams master courses / editing the final research proposal</i>	
	Wednesday	27-6-18	<i>Exams master courses / editing the final research proposal</i>	
	Thursday	28-6-18	<i>Exams master courses / editing the final research proposal</i>	
	Friday	29-6-18	<i>Exams master courses / editing the final research proposal</i>	
27	Monday	2-7-18	<i>Re-Exams master courses</i>	In this week: Preparation for Pitching sessions
	Tuesday	3-7-18	<i>Re-Exams master courses</i>	
	Wednesday	4-7-18	<i>Re-Exams master courses</i>	
	Thursday	5-7-18	<i>Re-Exams master courses</i>	
	Friday	6-7-18	Pitching sessions (morning event)	



Content of the group meetings

- **Group meetings**

- In total there are five group meetings to be scheduled in your roster.
- In your roster the following workgroup session will appear:
 - Tuesday April 24: 6th / 9th lecture hour
 - Tuesday May 1: 6th / 9th lecture hour
 - Tuesday May 22: 6th / 9th lecture hour
 - Tuesday June 5: 6th / 9th lecture hour
 - Tuesday June 19: 6th / 9th lecture hour
- The group meetings will last approx. 1 ½ hour. Depending on the calendar of your supervisor, the meeting will be scheduled somewhere in the time frame of the 6th / 9th lecture hour
- In some cases, and in consultation with the supervisor, group meeting may or can be scheduled on another day or time.



Content of the group meetings

- **Group meetings**
 - Content of the group meetings
 - 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

- **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

- **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

- **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

- **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

- **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

- **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

- **Preparation for group meetings**
 - Ultimately as indicated in the course schedule
 - To be distributed by e-mail to other group members and the supervisor
- **Research Proposal**
 - Friday June 29, before 17,00h
 - On black board, MsWord (*.doc / *.docx) or PDF format
- **Pitching sessions**
 - Friday July 6, (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 July 11. If they do so, the grades can be announced on Friday July 13.
 - The retake for the proposal is scheduled on Friday July 27, before 17,00h



How to get started...

- **Theme orientation and indication of theme preference**
 - The available research themes within each specialisation will be send to students **by e-mail on Thursday March 29**, together wit a link to a survey where you can indicate your top-3 theme preferences or formulate your own research theme
 - The link to the survey will be open **until Friday April 6**.
 - Based on the indicated theme preferences a division of research groups will be made and communicated to students **around Monday April 16**.



How to get started...

- **Preparing for the first meeting (Tuesday April 24)**

- 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 or context.
 - ..., Think of interesting brands, product categories, target groups, societal issues...
- Send (by e-mail) your thoughts, regarding your focus of interest of the theme, to your group members and supervisor on Monday April 23, before 17.00h.



How to get started...

- **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)
- If you have any content related question please contact your supervisor, you will be linked to, or other group members.