



APPLIES TO ACADEMIC YEAR 2006/2007

INS 2501 Bachelor thesis in Public Relations

Program

Bachelor in Public Relations (3. year)

Responsible for the course

Peggy S Brønn

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

15

BI requires a dissertation at all levels of its educational programs. Writing a successful dissertation can be challenging but at the same time it can also be a way for students to get deeper insight into areas they find particularly interesting in their field of study. However, writing a thesis is a special process and undergraduate students will benefit from this course as it provides relatively easy to understand instruction on how to approach the thesis in its totality.

Objective

This course prepares students to write an independent research project in the form of a dissertation.

Prerequisites

Required methodology courses as part of BI's bachelor programs.

Compulsory literature

Books:

Fisher, C.. 2004. Researching and writing a dissertation for business students. Harlow : Pearson Education

Recommended literature

Books:

Creswell, John W.. 2003. Research design: qualitative, quantitative and mixed methodes approaches. 2nd ed.. Thousand Oaks, Calif.: Sage

Easterby-Smith, M., R. Thorpe and A. Lowe. 2002. Management research. 2nd ed.. London: Sage

Frankfort-Nachmias, C. and D. Nachmias. 2000. Research methods in the social sciences. 6th ed.. New York: Worth Publishers.

Ghuri, P. og K. Grønhaug. 2005. Research methods in business studies. 3rd ed.. New York: Financial Times Prentice Hall

Johannessen, Jon-Arild og Johan Olaisen. 1995. Prosjekt: hvordan planlegge, gjennomføre og presentere prosjektoppgaver, utredninger og forskning. Bergen: Fagbokforl.

Yin, R. K.. 2003. Case study research: design and methods. 3rd ed.. Thousand Oaks, Calif. : Sage

Course outline

Choosing a topic and designing the project

- criteria, processes
- designing the project
- writing a research proposal

Writing a critical literature review

- sources
- mapping and describing literature
- critique

How to search databases using BI's library resources

Concepts, conceptual frameworks and theories

- roles of theory and conceptual frameworks
- developing conceptual frameworks
- examples

Collecting and analyzing research material

- range of research methods
- exploratory methods
- survey research
- software

Interpreting research material

- writing
- framing conclusions and recommendations

Framing arguments and writing

- structuring
- writing issues
- style

Computer-based tools

Personal computer with word processing program.

Course structure

- Students fill in a registration form indicating their fields of interest.
- Tutors will be assigned to the students by the dean of the program in cooperation with the program faculty.
- Lectures in research methodology will be given in the fall semester. Students will receive 20 hours lecture on writing a thesis. In addition, they receive 8 hours group advising (seminars) with their thesis advisor. Oral presentations will be included as part of the seminars.
- Students are also entitled to maximum 5 hours of personal guidance per thesis. The student is responsible for contacting the advisor for personal guidance.

Guidance is given during the regular thesis term. The thesis may be written individually or in groups of 2-3 students. Students who write a thesis together must be in the same program. See also the section on "Handing in thesis" under "Administrative information".

Evaluation

Bachelor thesis to be submitted by a given deadline. Students who not have participated in the seminars can be called to do an oral presentation of the completed thesis.

Evaluation code(s)

INS 25011 - Bachelor thesis: 100% of the grade in course INS 2501 Bachelor thesis in Public Relations, 15 ECTS credits.

Aids at the examination

All.

Makeup exam

A re-sit is held in connection with the next scheduled exam in the course.