



APPLIES TO ACADEMIC YEAR 2008/2009

## INS 2501 Bachelor thesis in Public Relations

### Program

Bachelor in Public Relations (3. year)

### Responsible for the course

Peggy S Brønn

### Department

### Term

According to study plan

### ECTS Credits

15

### Language of instruction

Norwegian and english

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

Must have taken the courses MET 8006 and MET 2360.

### Compulsory literature

#### Books:

Fisher, C.. 2007. Researching and writing a dissertation: a guidebook for business students. 2nd ed. Harlow : Prentice Hall/Financial Times

### Recommended literature

#### Books:

Creswell, John W.. 2008. Research design: qualitative, quantitative and mixed methodes approaches. 3rd ed. Thousand Oaks, Calif.: Sage

Easterby-Smith, Mark, Richard Thorpe and Andy Lowe. 2008. Management research. 3rd ed. London: Sage

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

Ghuri, P.N. og K. Grønhaug. 2005. Research methods in business studies. 3rd ed. Harlow : 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.

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 are 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 course.