



APPLIES TO ACADEMIC YEAR 2010/2011

## INS 2501 Bachelor thesis in Public Relations

### Programme

Bachelor in Public Relations (3. year)

### Responsible for the course

### Department

### Term

According to study plan

### ECTS Credits

15

### Language of instruction

Norwegian and english

### Introduction

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 demonstrated adequate progression in the program.

### Compulsory reading

#### Books:

Fisher, Colin. 2010. Researching and writing a dissertation : a guidebook for business students. 3rd ed. Harlow : Prentice Hall/Financial Times

### Recommended reading

#### Books:

Creswell, John W. 2008. Research design : qualitative, quantitative and mixed methodes approaches. 3rd ed. Los Angeles : SAGE

Easterby-Smith, Mark, Richard Thorpe and Paul R. Jackson. 2008. Management research. 3rd ed. Los Angeles : Sage

Frankfort-Nachmias, Chava and David Nachmias. 2008. Research methods in the social sciences. 7th ed. New York : Worth Publishers

Ghauri, Pervez N. and Kjell Grønhaug. 2009. Research methods in business studies : a practical guide. 4th ed. Harlow : Financial Times Prentice Hall

Yin, Robert K. 2009. Case study research : design and methods. 4th ed. Los Angeles : 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".

### **Examination**

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.

### **Examination code(s)**

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

### **Examination support materials**

All.

### **Re-sit examination**

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be taught for the last time spring 2011. Re-sit exam will be offered every term from autumn 2011 even spring 2013.

### **Additional information**