



APPLIES TO ACADEMIC YEAR 2011/2012

INS 2501 Bachelor thesis in Public Relations - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Peggy S Brønn

Department

Department of Communication - Culture and Languages

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

Additional information