



Aalto University  
School of Business

# Bachelor Thesis Seminar – Introduction Session

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# Contents of today's session

- Objectives for a Bachelor's Thesis
- Overview of the Bachelor's Thesis and Seminar
- How to build a Research Plan

# Objectives of Bachelor's Thesis

# Objectives of a Bachelor's Thesis

- To familiarize yourself with the main concepts, theories, research traditions, and research findings in a research discipline
- To practice independent scientific thinking by setting up research questions and studying a specific topic -> practice scientific discussion and argumentation
- To get to know literature databases, to find relevant literature, and to apply it for resolving a research question
- To learn to review scientific writings -> write a structured, scientific report

# What a Bachelor's Thesis is, and what is it not?

- **Bachelor's thesis is a structured, written report** which
  - Focuses on a specific research question
  - Builds on relevant sources
  - Follows scientific practices
  - Represents personal reasoning and thinking of the writer.
- **Bachelor's thesis is not a collection of summaries, quotations, plagiarism, or opinions.**
  - No copy-pasting any parts from scientific articles!
  - Turnitin plagiarism detection software is always used in BIZ when submitting Bachelor's theses.

# Guidelines of a Bachelor's Thesis

- Approx. length: 30-35 pages including references
- Refer to at least *30 sources*
  - *Focus on quality rather than quantity!*
- Text size 12; font Times New Roman, space 1.5
- Margins: 2.0-2.5 cm

*\*find out more in "Introduction to Writing a BT" in MyCourses*

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# Overview of Bachelor's Thesis and Seminar

# Learning outcomes

**The aim is to learn how to write a research report by:**

- Building a research question → Research plan
- Defining a research problem → Research plan
- Looking for academic information → Information research kick-off session
- Analyzing previous research / applying it → BT
- Learning about scientific writing → Seminar, BT
- Learning to read and having a critical approach to previous research → throughout this seminar, BT
- Getting to know marketing by reading and commenting on others' work → Seminar, BT

# What the Seminar consists of

- **Participating in the seminar**
- **Writing a bachelor's thesis**
  - Topic/title and research plan
  - Midterm
  - Final thesis
- **Opposing**
- **Writing a maturity test**
  - Demonstrates your familiarity with the subject of the thesis work
  - Demonstrates your language skills

→ **Seminar: 2 ECTS ~ 54 hours, graded 0–5**

→ **Bachelor's thesis: 10 ECTS ~ 270 hours, graded 0–5**

# Grading criteria: Seminar (2 ECTS)

**Graded 0–5 (0 = fail, 5 = excellent), based on:**

- Attendance (mandatory, not graded as such)
- Preparation and active participation during the seminars (20%)
- Topic selection and justification (20%)
- Research plan (30%)
- Pre-final thesis version (30%)

# Grading criteria: Bachelor Thesis (10 ECTS)

**Graded 0–5 (0 = fail, 5 = excellent), based on:**

- Problem setting of the study
  - The study relates to a phenomenon within marketing
  - Specification and limitation of the research problem
- Contribution
  - Review of literature
  - Systematic and logical approach to the problem
  - Conceptual synthesis
  - Interpretation, discussion, conclusions
- Presentation and integration of the study
  - Academic style, language use and readability
  - *Consistency and coherence*

# More useful information

## Everything about Bachelor's Thesis (in English):

- <https://mycourses.aalto.fi/course/view.php?id=23125>

## More relevant materials:

- <https://into.aalto.fi/pages/viewpage.action?pageId=328008>

# Dates and Details

# Important Dates and Deadlines

Date		Place	Task
29.04 & 03.05	Meetings with supervisor	Marketing Department	Register via MyCourses
07.05	Intro session	T003	Research topic submission 05.05
20.05	Literature review session	Jenny ja Antti Wihurin Rahasto	Familiarize with the uploaded materials
27.05	Research Plan presentations	T003	Research Plan submission 26.05
27.05 – 07.06	Meetings with supervisor	Marketing Department	Prepare content before session, register via MyCourses
14.06	Pre-final Thesis presentation	T003	Pre-final Thesis submission 14.06
17.06 – 28.06	Meetings with Supervisor	Marketing Department	Prepare content before session, register via MyCourses
5.8.	Final Thesis presentation		Submission of final version of Thesis on TBD



# Research Plan

## 26. 05. 23.55pm - submission via MyCourses

- Download the Template from MyCourses webpage and fill it in
- Please note that you should fill in each of the blanks
  - name, title of thesis, research phenomenon, streams of research you refer to, (research context/cases/dataset), keywords, research question, intended contribution to research, intended implications, table of contents, key references, preliminary schedule
- Upload the template to MyCourses
- Please note that this is a required task and will be part of your final seminar grade

# Pre-final Thesis (9.6.)

**9.6. 23.55pm - submission via MyCourses (upload to Turnitin box in Assignments section)**

- **Current thesis version, approx.  $\frac{3}{4}$  of thesis should be written**
- After Upload check Turnitin (Plagiarism) result
- Sign up for a slot to discuss Turnitin result, current thesis status and next steps with supervisor
- Turnitin result of Pre-final thesis does NOT affect your final grade

# Final Thesis

**11.8., 23.55pm - submission via MyCourses (upload to Turnitin, and send via email to your supervisor)**

**- Final Thesis = based on supervisor's feedback *modified* and improved pre-final thesis**

- At least 30 pages (including title page, references, attachments...)
- Font: Times New Roman 12 pts.
- Line Spacing: 2.0
- Margins: all borders 1inch
- References: 30(+)

**For more details refer to Thesis Guidelines and seminar discussions**

# Research Topics Presentations

# Presenting your research topic

- **Shortly introduce yourself**
- **Introduce your research topic**
  - What are you planning to study?
  - Expectations from the seminar?
  - Questions? Any topic requiring more information?

# Research Plan

# Why write research plan?

- **The research plan will be guiding your research**
- **We will use the research plan at each individual meeting to check how you are doing in terms of your plan and schedule**

# Elements of your research plan

- **Research phenomenon**
  - **Stream(s) of research you refer to**
  - **Key concepts**
  - **Gap**
  - **Purpose/aim of your research**
  - **Research question(s) / problem**
  - **Intended contribution to research (which research streams)**
  - **Intended implications**
    - To research
    - To managers
  - **Table of Contents**
  - **Key references**
  - **Preliminary schedule for work**
-



# Elements of your research plan

- **Research phenomenon**

Connects to something happening in the world. Empirical phenomenon seen through academic world

- **Stream(s) of research you refer to**

The primary sources in the marketing and \_\_\_\_\_ literatures that address this topic are

- **Key concepts**

The central constructs whose relationships I will explore in this research are

- **Gap**

The key differences between my research and previous research are...

# Elements of your research plan

- **Purpose/aim of your research**

The purpose of this research is..

- **Research question(s) / problem**

- **Intended contribution to research (which research streams)**

The results of this research will enable researchers to...

- **Intended implications**

- To research
- To managers

The theoretical implications of this research are...

# A good research question is precise and exhaustive

- **Leave no room for interpretations**
- **If you are not able to ask one clear question, use sub questions**
- **The whole research (the storyline of your text) should be readable through the research question**
- **Be alerted to whether you are answering to a "what" or a "how" question**
  - For a "how" question you need to show a process

# For next time:

## Read:

- **Provenzale 2006**
- **Cetin and Hackam 2005**
- **Introduction to Writing a Bachelor Thesis**

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