**An Introduction to Writing a Bachelor Thesis**

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# **1 General Introduction**

These guidelines serves as a reference for the formal preparation of bachelor theses and for understandable, accurate and proper scientific work. The guidelines recommended here are based on the APA style. This is a style of writing used by journals published by the American Psychological Association (APA) and widely used in the field of management studies. The

style is documented in the APA Publication Manual (6th ed., 2013). For further information please refer to the Publication Manual.

The purpose of the Thesis Seminar is to expose students into scientific ways of investigating a particular phenomenon (e.g., a natural phenomenon or a social phenomenon or both). The outcome of Thesis Seminar is a formal document called Bachelor's Thesis in which you propose and defend a particular phenomenon of their interest, report research findings and create new knowledge.

Students should be aware that the structure of the thesis seminar is very different from other courses they attend(ed). There will be only very few sessions in which the supervisor meets with all students at once and in which the actual scientific writing process will be discussed. Rather, students will have the opportunity throughout the seminar to have one-on-one meetings with their supervisor in which they can and should discuss their individual progress, challenges, positive issues and pose their questions. Students are strongly encouraged to meet with their supervisor on a regular basis and to contact her/him, whenever a problem arises. (For a detailed discussion on this, please refer to section 7.)

At the start of the thesis seminar it is expected that all students have attended the kick-off session and have read through the relevant material. Should there be any issues that need further clarifications, the supervisor should be contacted. Given the short timeframe in which the thesis is to be written, students should come to the first seminar session with a potential thesis topic in mind and should be prepared to pitch their idea (please see the kick-off guidelines on this). As many students face difficulties to identify a topic of relevance and of interest to them, the supervisor should be contacted at least two weeks in advance before the seminar starts to help the student find a suitable thesis topic. After the first seminar session, students will then prepare their research plan and start with the writing of the thesis. Below, further tips and guidelines on the layout and content of the thesis will be presented.

# **2 Paper Presentation**

The physical professional presentation reflects the credibility of your work and should be arranged as follows:

* Cover Page (including final abstract – max. 250 words)
* Table of Contents
* Main Thesis text (including references, appendices, etc.)

Consecutively number all text pages beginning with the first page of text. Do not number the cover page or table of contents. In order to ensure a uniform appearance of the computer-generated work, please follow these guidelines:

* Font is Times New Roman.
* The font size is 12 in all text sections and 10 in footnotes. (Titles should be distinguished from the text and may be enlarged.)
* The line spacing in the text should be 2 spaces.
* Use one inch (2.54cm) margins on all sides.
* Include a page number in the heading line at the right-hand edge.
* Include a mini-title of your work in the heading line before the page number.

Your final Bachelor Thesis must comprise of *at least 30 pages* (including references and attachments).

# **3 Content Requirements**

The role of a researcher is to share the fundamental importance of a topic with the reader by *personally contributing* with his or her understanding of the subject. Personal contribution includes investigating the topic thoroughly, critically evaluating the information, developing one’s own ideas and logically expressing the issue and related facets in one’s own words. It should be your aim to create some novel insights and new knowledge. You should synthesize your personal understanding of the literature available on the subject as well as your own ideas in the text. You may strengthen your argumentation by summarizing, paraphrasing, or directly quoting literature. However, word-by-word copying of sources is not permitted (even if this is indicated). A scientific writing style is to be used in the formulation of the text. You should avoid strongly colloquial terminology, slang expressions and journalistic formulations are to. Avoid a purpose statement and repetition of the title. Prefer the active voice (APA, 2013).

The process of working on your Bachelor Thesis begins with obtaining a thorough understanding of the vast area of your interest. This involves an extensive review of the literature. Subsequently, you should choose a very specific area within the literature and relate this particular area to other relevant area(s). When having derived the interconnectedness between the different research areas, you should formulate a specific research question. The research question should pertain at the research gap you identified and at the reasons for why you the (two) research areas you identified should be connected. Addressing the research question should allow you to add incremental value to the existing knowledge base.

During the scientific investigation, students will eventually develop and hone their following skill sets:

* Critical Thinking
* Analytical Reasoning
* Communication Skills

Critical Thinking skills allow you to think logically and to independently derive arguments and arrive at conclusions. Analytical reasoning are problem solving skills that help you in laying out arguments logically. Communication skills include both written and verbal skills and are important in that they help you to disseminate your findings and the conclusions drawn from critical thinking and analytical reasoning in a coherent way to a wider audience.

## 3.1 Introduction

The purpose of the introduction is to set premises for the development of the entire research paper. Thus, you should use the first few paragraphs to briefly and precisely identify the specific topic, provide relevant background data, define the problem and objective of the paper, and establish the direction for the course of the investigation.

You should start by clearly defining and limiting the subject of the paper by only discussing the few key sources concerning the subject matter. The problem definition explains the reasons, factors, and developmental tendencies that make the selected topic important and relevant. The motivation of your research topic (or problem definition) should be derived from the key phenomenon of interest and be based on academic and business articles in the field. This helps in relating your study to the past body of literature thereby identifying the relevant gaps in the literature. Then you should outline the objective or goal of your investigation which explicitly explains what the author intends to achieve in his study. Finally, end the introduction with a brief description of how your thesis is organized (the course of the investigation). You should not just list the main topics, but justify the proceedings, the structure and the choice of emphasis content-wise.

## 3.2 Main Section

In this section, you should analyze the problem definition. In business administration, it is not sufficient to solely describe the correlations, the correlations should be explained and possible recommendations for action suggested. Hence, in the main section, you should draw a conceptual demarcation of topic-related terms and definitions.

Thus, you should review the relevant literature on your selected topic critically. Your main goal should be to provide an overview on the relevant articles in the field and to show how the vast knowledge on the topic (or related to the phenomenon) is interconnected. It is critical that you not list the papers in a chronological order stating who said what and when, but rather that you show common themes, whether there is a consensus on the topic, whether literature is inconclusive and provides diverging results, how the field has evolved or diverged. Further, it is important that the main section provides the reader with an understanding of how the different phenomena you study are interwoven and affect/determine one another.

In a nutshell, the aims here are:

* To tell the reader about the background of the topic.
* Convince the reader of your credibility as a researcher (you know what you are talking about, know the field)
* Argument for the importance of your work (literature review reveals a gap in previous literature by highlighting the limitations of the past literature.)
* Position your work to the field of science (this is the scientific discussion you want to participate)
* Familiarize yourself with the methodologies used in the field.
* Familiarize yourself with the formal scientific terms used in the field.
* Examine the results of the paper critically.
* Critically examine the data used in the research for hypothesis testing.

Notethat when you write a literature review (and not an empirical paper), your review of scientific works should as exhaustive as possible. However, with a vast body of literature existing for a topic it is an infeasible task. Therefore, you should narrow down your literature review by:

* Selecting majority of your articles from the very current literature in the field (papers published in past ten years or so)
* Selecting trend setting and most relevant papers from the past literature (e.g., look at number of citations shown at google scholar to evaluate whether it is trend setting or not)

The main body of an empirical thesis should begin with a literature review of the relevant articles, defining the most important theoretical concepts/the relevant theoretical framework. While in an empirical piece, the review of prior studies does not have to be as exhaustive, as with a theoretical study, you should still discuss the previous research most relevant to your area of interest/research problem. As aforementioned, you should critically evaluate and show the relevant findings of prior studies, their interconnections, and disagreements, and research gaps. In quantitative works, in the second part of the main body, you should develop the hypotheses. Based on the discussion of the theoretical concepts, you should derive how and in what direction (two) different concepts are likely to affect one another. A hypothesis should be formulated that clarifies the causal relationship between variables/concepts in one statement. If you develop several hypotheses, you should include the hypothesis statement after each relevant section/paragraph in which you conceptually derive the relationship. You should number the hypotheses statements consecutively. The third part of an empirical thesis should provide the reader with an understanding of the Method you used. You should explain the design of your data collection tool and the procedure used, you should describe the sample, i.e. respondents you obtained the data from. In addition, you should provide an overview on the relevant measures (or “questions”) included in the data collection tool. Finally, you should explain which analysis method you used (and why) and the results the analysis of your data yielded. In quantitative studies, you should shortly discuss whether the results mean that your hypothesis is confirmed or not supported.

## 3.3 Discussion and Implications

In this section you should summarize and interpret your findings. For a literature review, you should summarize the major findings of the research you have reviewed. One of the ways to organize this section is to have a table of literature review with no more than ten relevant articles that analyze the context of your core phenomenon. This table may contain the types of data used in the research, methodology used to analyze the problem, independent measures, dependent measures, and some notes that may summarize either the findings or the limitations or both. This table could be organized as follows:

**Table 1.** Literature Review

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Study** | **Context – 1** | **Context - 2** | **Dependent Measure** | **Independent Measure** | **Findings** |
| ABC (2012) | √ |  | Sales | Discounts | Discounts positively affect sales. |
| QRT (2015) | √ | √ | Y | X | X has not effect on Y. |

Even when including such table you should still discuss can discuss the implications of this table in the text. You should highlight where these articles converge and where they diverge. You can also highlight the limitations of these articles (e.g., in terms of data and methodology used). Once you have identified the limitations it will help you to see the gaps in the literature and propose your own new research questions.

 For empirical, quantitative studies you can provide a short summary of your results by interpreting those in this section. While in the results section you transparently show the actual findings (e.g., effect sizes) of your statistical analyses, in the discussion section you interpret those results and explain what they mean.

 In both, literature reviews and qualitative studies, you need to explain how your findings provide (1) implications for literature and (2) implications for theory. You can form a subsection for each of these. Regarding (1), you should explain how the findings of your study help to extend previous strands of literature. Here you should specifically outline the research gaps and discuss how your findings help to fill these voids. Regarding (2), based on your findings, you should provide specific recommendations on how practitioners can modify their current business (model) in order to make it more effective. Further, implications for public policy makers can be discussed. While for literature reviews the implications for practitioners and/or public policy makers can be limited, recommendations should still be provided.

## 3.4 Conclusion

Here briefly summarize your key findings, discuss the limitations to your research and possibly outline avenues or directions for future research.

## 3.5 References

Cited references are listed in a reference list; only the sources referred to in the text should be listed. There must be no subdivision in monographs, newspapers, handbooks, etc. The reference list is to be in alphabetical order according to the name of the author. Multiple publications of an author are to be organized according to the year of publication, whereby either the oldest or most recent version should be placed first, continuously. All literary information should conclude with a period.

## 3.6 Appendix

If you have appendix in you thesis it should be included after the List of References. Appendices are supporting materials to your thesis and are optional to include. The contents of the appendix may not be essential to explain your results in the thesis however it may help in supporting your analysis and validating your conclusions. If you use appendices, you should number them consecutively (e.g., Appendix A1, Appendix A2, Appendix B1, etc.). You should indicate in the text where referring to the Appendix is necessary/useful. Multiple appendices should be arranged in sections. For empirical papers with interview data, the interviews should be transcribed and the transcripts should be included as appendices.

## 3.7 Figures and Tables

Figures and tables should complete the text in concise form. Figures and illustrations should be included in the work if they are significant and relevant to the argument only (within the limited scope of the paper). If you feel that you cannot forego extensive details of the presentation, you can incorporate an appendix. In case you include figures and tables (either in the text section or in the Appendix), you need to make reference within the text section. All figures and tables are to be numbered separately and consecutively throughout the paper with Arabic numerals (there should be Figure 1 as well as Table 1). For each Figure or Table you should insert a caption or title that explains the illustration placed either above or below the illustration and aligned left. The exact source should be inserted with every figure and table. If a figure from an external source is incorporated without any changes, you need to indicate this by adding a short citation, prefixed “From…“ below the figure or table. If changes or amendments are made to a figure taken from an external source, this should be indicated with a short citation, prefixed „Adapted from…“underneath the figure or table.

## 3.8 Footnotes

Use footnotes sparingly. You should use them only to add additional information without compromising the flow of your text. They are more like remarks in your text. Footnotes should appear at the bottom of the same page in the text where it is used (Font: Times New Roman 10). Use chronological numbering for the footnotes.

# **4 Research Documentation**

## 4.1 Quotation liability

If the author bases his academic work either logically or literally on the cogitations of another, this must be quoted. Thereby it is indicated that the expressed opinion or idea does not originate from the author, but after consideration, the author is of the same opinion and would like to use the argumentation to support his own argument or disagrees with the argumentation and would like to counter-argue against it. An exoneration from the quotation liability only exists if the idea is common academic knowledge.

## 4.2 Plagiarism

It is considered a serious violation of the academic nature, to use external ideas without explicitly referencing the sources. A violation of the quotation liability, also called plagiarism, leads inevitably to an evaluation of the work with a „failing“ grade (0). Plagiarizing may lead to disciplinary action on students' academic course as well as career. There are various forms of plagiarisms. Some of them are:

* Academic theft: Borrowing without permission something someone else has done. Using the work of another person without explicitly mentioning the original author. Also, changing the words from others’ works or translating from other languages accounts towards academic theft.
* Fabricating: Making up data or scientific claims.
* Stealing: Taking an original research idea, plan or observations and presenting them in one’s own name. Using data without explicit permission of the owner.
* Ethical violation: Compromising the ethical code of conducting research. For example, conducting social science experiment without permission from institutional review board.

Software such as Turnitin helps to detect plagiarism. It is the requirement of the School that your final thesis is checked with this program. The result of the Turnitin check will also affect your final thesis grade. In order for you to check whether (unintentional) plagiarism may be an issue with your thesis, you it is recommended that you run a Turnitin test on your thesis as your progress with the writing. For this, you can upload the midterm version of your thesis, as well as the pre-final thesis version to the Turnitin practice submission boxes on the MyCourses website. The Turnitin results for the midterm version and the pre-final version of the thesis are not evaluated by your supervisor and do not affect the final thesis grade.

## 4.3 Quoting Guidelines

You should refer to at least *30 sources* in your thesis. When applying external intellectual property – whether as literal quotations, as logical adoption or direct transferal – an exact and actual source is to be indicated. The literary source must be verifiable. A general reference to an academic discussion („the literature will be in conformance with…“) requires the unconditional citation of the most important sources, in order to be able to prove it. Text passages taken from sources have to be cited as exactly as possible. This also applies for paraphrases or summaries. For a literal quotation, the author name, year, and page number have to be indicated.

* Example 1a (*literal*): As the authors state: "This structure depicts relationships among jobs and skills or competencies inside an organization" (Milkovich & Newman, 2002, p. 18).
* Example 1b (*literal*): As Milkovich and Newman (2002) state: "This structure depicts relationships among jobs and skills or competencies inside an organization" (p. 18).
* Example 2 (*paraphrasing*): The authors state that they will analyse the relationships among different aspects of working conditions (Milkovich & Newman, 2002).
* Example 3 (*summing-up*): In chapter 4 of their book on compensation management, the authors provide deeper insights in the field of job analysis (Milkovich & Newman, 2002).

A quotation should contain information which was important to the person quoted. A compromise of the following rule is inferred: The quotation must be comprehensive enough, but should also not be more extensive than is unnecessary to serve the purpose. For the coverage, one’s own train of thought is decisive. For this reason, *literal quotations* should *be used very sparingly* and should only be employed when

* One could not demonstrate the idea better or more concise in one’s own words,
* The meaning depends on the exact wording,
* It is about concept formation,
* It is a matter of a particularly original formulation,
* It is about a text-critical discussion or argument, and one would like to analyze or interpret the author’s statements,
* It is a matter of foreign literature which is used as a supplement to an analogous transferal so that the reader can determine if the author translated the text correctly.

You should take quotations from primary sources and not from secondary sources. If the primary source cannot be established or found (which should rarely be the case) the secondary source may be quoted, provided it is reliable. You should name the original sources in the reference list, aside the secondary source, with the notation „[original source] quoted according to: [secondary

source]“.

## 4.4 Citation Formats

Use the author-date format to cite references in text. For example: as Smith (1990) points out, a recent study (Smith, 1990) shows …. . Remember to include only sources cited in your text in the reference list.

|  |  |
| --- | --- |
| **Source** | **Citation** |
| No Author | (Short Title, 2016) |
| 1 Author  | (Smith 2016) (Smith 2016, pp. 123-126) |
| 2 Authors  | (Smith and Jones 2015) |
| >/=3 Authors  | (Smith et al. 2016) |
| Multiple  | (Smith 2016; Meyer 2017; Alpha and Gamma 2015) |
| No date  | (Beta, n.d.) |

To reference the references you refer to in the text, in the references list, follow the same style throughout the list. List the authors in an alphabetical order. For journal articles, include the author name, the date, title, journal title, volume, issue and page numbers. For books also include the place published and the publisher.

***Example: Journal Article***

Prigge, Jana-Kristin, Beatrix Dietz, Christian Homburg, Wayne D. Hoyer, and Jennifer L. Burton (2015), "Patient empowerment: A cross-disease exploration of antecedents and consequences," *International Journal of Research in Marketing*, 32 (4), 375-86.

Citation in text: (Prigge et al. 2015).

***Example: Book***

Netemeyer, Richard G., William O. Bearden, and Subhash Sharma (2003), Scaling Procedures: Issues and Applications. Thousand Oaks, CA: Sage.

Citation in text: (Netemeyer et al. 2003)

***Example: Chapter in an Edited Book***

Stephan, W. G. (1985). Intergroup relations. In G. Lindzey & E. Aronson (Eds.), *The handbook of social psychology* (3rd ed., Vol. 2, pp. 599–658). New York: RandomHouse.

Citation in text: (Stephan 1985)

***Example: Web page***

Roche (2016), "Accu-Chek Data Management Support," (accessed April 28, 2016), [available at <https://www.accu-chek.com/us/customer-care/software-support.html>].

Citation in text: (Roche 2016)

***Example: Newspaper***

Rundle, R. (2002, May 1). Obesity’s hidden costs. *Wall Street Journal*, pp. B1-B4.

Citation in text: (Rundle 2002)

# **5 Some Useful Tips**

You should start working on your thesis and working on the seminar tasks right away. You must not underestimate the workload and work requirements. You should aim at producing some text every day. When writing your thesis, follow the good practices of writing bachelors thesis as listed below:

* Write in active voice. If required then use passive voice judiciously.
* Develop a field specific vocabulary. Note that specific words in specific fields have very specific meaning. They are part of technical terminologies followed in the field. You should not abuse these terminologies by using them outside their unintended contexts. Best way to familiarize yourself with these technical terms is to read the literature thoroughly.
* When you are describing a new idea or concept in a paragraph put it in the end. The paragraph should begin with familiar concepts on which you build upon your new idea. This helps readers in seeing the connections and makes it consistent. Use the rule `Familiar first, Unfamiliar last'.
* When you argue something using numbers carefully describe what that number means (e.g., how it is operationalized, what is the unit etc.).
* Break your long sentences into smaller ones. You should try to put just one piece of information per sentence. Do not use very long paragraphs. However, there should be logical transition from one paragraph to another.
* Omit unnecessary words. Use simple words but be careful about the technical terms used in the field. Sparingly use adjectives/adverbs.
* Avoid repetitions of the same thing. Be concise.
* Avoid abbreviations and acronyms (e.g. use “do not” instead of “don’t”)
* Cross reference tables, figures, equations, and sections by their number (and name) in the text.
* Do spell-check and proofread carefully. Make sure the paragraphs are coherent and there is consistent flow in your texts.
* Maintain clarity and consistency throughout your thesis.

# **6 Research Tools**

Listed below are some of the research tools that may help in writing your thesis.

## 6.1 Tools for Literature Review

In general you will find plethora of past literature on a given topic. Therefore, you have to be selective in choosing your literature given the limited time you have for completing the thesis. It is recommended that you use the following resources for conducting literature review efficiently.

*Text Books.* Read relevant chapters from the textbooks to familiarize yourself with the topic. Most textbooks also contain bibliography which will help you finding additional references. Text books are also good resources to familiarize yourself with key terminologies used in the field and their definition and meaning.

*Database.* You can use library database to search for relevant literature. You can use eCampus - digital campuslibrary from Aalto University Library for database search. You can also use EBSCO Business Source, JSTOR, SSRN, and other database sources.

*Review Articles.* Many journals time to time publish review articles, meta analysis, editorial notes, research notes and survey articles. These are good resources to get an overview of the field. An example for such articles is: Aral, S., Dellarocas, C., & Godes, D. (2013). Introduction to the special issue-social media and business transformation: A framework for research. Information Systems Research, 24(1), 3-13: An editorial note social media research synthesizing all the published articles on this special issue.

*Google Scholar :* A very good resource to search for academic articles.

*Cross Referencing.* Cross referencing is a good way to find further relevant articles in the field. Once you have identified some of the key papers look for other papers who are citing those. Also, within those key papers scan through the reference list and see if you can utilize some of them for your literature review.

*Important Academic Journals.* One way to narrow down your search with relevant articles is to focus on flagship journals in the field. Flagship journals are reputed journals in the field and they publish scientific articles with utmost scientific rigor. Hence, articles published in these journals are widely referenced. Also, such journals publish articles on wide variety of topics that are relevant to the field. In marketing some of the flagship journals are: Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Management Science, and Journal of Retailing. You should also read business journals such as Harvard Business Review, California Management Review, and MIT Sloan Management Review that present various relevant topics from the practitioners' point of view. Marketing Letters time to time publishes articles on various topics synthesizing the previous research works and outlining the challenges and future directions for the research topic.

*Supervisor.* Once you have selected a particular topic for your thesis you may also ask your supervisor for important literature in the topic.

## 6.2 Word Processing Tools

Most of you will use Microsoft Office to write your thesis. Familiarize yourself with Word and see how you can organize your thesis into sections and subsections, how you can add table of contents, page numbering, references, tables with formatting etc. Word has very good feature for track changes that you can use efficiently to prepare your final draft. You can also use LATEX as a writing tools for your thesis.

## 6.3 Software Tools

You can use various software tools that may either aid in writing your thesis or analyzing data.

*Organizing references.* You can use citation managers such as EndNote or RefWorks to manage your references. You can also follow a folder structure where you organize your references into different categories based on relevance to your thesis. If you have problems in either using the citation manager or need some guidance and support in finding a structure to categorize your literature, contact your supervisor.

*Conducting Survey.* If you plan to conduct survey online then you may use following resources: Webropol, Amazon Mechanical Turk, Qualtrics etc. If you plan to use laboratory experiment you may use Aalto Choice Tank (ACT) which is a behavioral research laboratory established at the Aalto University School of Business in 2014.

*Data analysis.* For your bachelor's thesis if you plan to analyze primary or secondary data then you may use Excel. You can use Excel from summarizing and plotting data to running simple regressions. For more complex analysis you may use sophisticated data analysis tools such as: R, Matlab, SPSS, Stata etc.

*Mapping Ideas.* You can use Mindjet, Microsoft OneNote, Evernote etc. to map your ideas and also see the connections across different papers. Manually you can do this using a chart paper and sticky notes.

# **7 Role of Thesis Supervisor**

Each student will have a thesis supervisor. The role of supervisor is to guide you through the thesis process. One of the objectives of the thesis is to develop students into an independent thinker. Therefore, role of supervisor is minimal in the sense he/she will steer student's thesis but the direction it will take will be decided by the student. Thus, do not expect spoon feeding from your supervisor. However, at the same time do not undermine the role of supervisor as s/he will be responsible for grading the thesis and even more importantly for guiding you through the process. Think of supervisor as one of the resources and use them efficiently. You should meet with your supervisor regularly and update him/her about the progress of your thesis. If you have trouble finding an appropriate research topic for your thesis you can always discuss this with your supervisor. The supervisor can also help you finding relevant literature in the field. If you get stuck in the writing process or you do not understand some concepts, seek your supervisor's advice immediately rather than delaying your thesis. Your supervisor may also be responsible for detecting any case of plagiarism.

The student should note that unlike in other courses, the Bachelor Thesis seminar demands a lot of initiation and motivation on the student’s behalf. Thus, whenever you are stuck, have a question, or (only) want to check whether your work is going in the right direction, you should contact your supervisor to discuss with her/him. Throughout the seminar, there will be opportunities for “official” meetings with your supervisor. It is highly recommended that you take these opportunities and discuss the progress of your work with your supervisor on a regular basis. In addition, you should not hesitate to contact your supervisor at any time, whenever you feel there is the need to do so. Please note that the supervisor is unaware of any issues you may have, unless you point this out to her/him. Thus, you should not hesitate to contact him e.g., via email (first) to ask for guidance.

# **8 Evaluation**

The supervisor will follow an evaluation form and rubrics which are attached as Appendix. Note that your thesis will be graded on a scale of 0 to 5. Most important aspect of writing your thesis is following the rigor of scientific process. If you work diligently throughout the semester and follow scientific rigor of writing the thesis good grade will follow eventually. Therefore, it is important that you are serious about your thesis since from the beginning. At any point of time if you feel you are getting stuck in writing your thesis, contact your supervisor immediately rather than delaying your thesis or doing it inappropriately.

# **9 Maturity Test**

After conducting the Bachelors Thesis, the student writes a Maturity Test, in which he/she demonstrates his/her expertise in the subject matter of the Thesis as well as skills in mother tongue. The Maturity Test is assessed by the Thesis instructor as well as a teacher in mother tongue (English for non-Finns). The maturity test can take the form of an Executive summary or of a press release. Name and student number must be included in the text. Please read the detailed instructions on how to write the maturity test on the INTO website ([https://into.aalto.fi/display/enmasterbiz/Maturity+test+and+exemptions](https://into.aalto.fi/display/enmasterbiz/Maturity%2Btest%2Band%2Bexemptions) ). The maturity test has to be submitted to MyCourses, after the your thesis has been accepted. Your supervisor will inform you about the exact date.

# **References**

AMA Reference List Style. [https://www.ama.org/Documents/AMA Reference Style.pdf](https://www.ama.org/Documents/AMA%20Reference%20Style.pdf)

American Psychological Association (APA) (2013). APA Publication Manual (6th ed.). Washington D.C.: APA.

Bachelor's thesis electronic archiving: Instructions for the student. <http://web.lib.aalto._/kandi/kandi.php?lang=en>

Duke Graduate School Scientific Writing. <https://cgi.duke.edu/web/sciwriting/index.php>

eCampus - digital campuslibrary. <http://web.lib.aalto._/en/ecampus/>

Kuhn, T. S. (2012). The structure of scientific revolutions. University of Chicago press.

O'Leary, Z. (2004). The essential guide to doing research. Sage.

Pinker, S. (2014). The Sense of Style: The Thinking Persons Guide to Writing in the 21st Century. Penguin Group.

Popper, K. (2014). The logic of scientific discovery. Routledge.

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Social Science Research Network (SSRN). <http://www.ssrn.com/en/>

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# **Appendix**



