

Bachelor Thesis Project – Proposal

14/05/2020

General Information

Module Code	W.MRACM05.20
Programme	Bachelor of Science / International Business Administration
Type of Module	Core module in major
Level of Module	Advanced
ECTS Credits / Workload	3 ECTS Credits (90 hours)

Module Dependencies

Pre-requisites

Follow-up modules W.MRACM06.20 (Bachelor Thesis Project – Thesis)

Module Aims

Students identify a business-related challenge (in the area of their major) and prepare a differentiated preliminary study. Students demonstrate their breadth of knowledge in general management with completion of the LUBEC. They demonstrate the depth of their specialist knowledge by means of a well-founded description and delimitation of their research question and a coherent initial proposal for the methodological processing of the research question. The preliminary study lays the foundation for their bachelor thesis and for contracting the framework with their client.

Submodule 1: LUBEC - Lucerne Business and Economics Certificate

Submodule code

ECTS Credits / Workload 0.5 ECTS Credits (15 hours)

Learning Outcome 1

Students demonstrate their knowledge in a wide range of management areas.

	Importance	Relevant NQF-Descriptors
Subject knowledge and skills: Students demonstrate a breadth of knowledge in general management areas	high	knowledge; application

Content Outline

In contrast to the module exams, which are limited to a specific field of expertise, LUBEC covers the whole spectrum of the generalistic bachelor study programme. The following areas are LUBEC reviewed:

Management:

- ALMGT11: Processes and Operations
- ALMGT12: Marketing
- ALMGT13: Human Resources
- ALMGT02: Organisation Design
- ILMGT41: Strategy

Financial Management:

- ALFIM01: Financial Management
- ALFIM21: Corporate Finance
- ALFIM22: Management Accounting
- ILFIM03: Advanced Financial Management

Law and Taxation:

- ILREC01: Private Business Law
- ILREC02: Public Business Law

Economics and Sustainable Development:

- ILVWN01: Economics I
- ILVWN02: Economics II
- ILVWN03: Economics III
- ILVWN04: Sustainable Development

Mathematics:

- ALMAT01: Introduction to Mathematics for Business and Economics
- ALMAT02: Quantitative Models and Analyses
- ILMAT03: Risk Models and Optimisation
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Academic Methods and Projects:

- ILMUP31: Descriptive Data Analysis
- ILMUP41: Inferential Statistics

Teaching and Learning Methods

Contact Hours

Directed Study individual work

Workload

Contact Hours 0 lessons / 0 hours (0%)

Directed Study 0 lessons / 0 hours (0%)

Private Study 15 hours (100%)

Assignments and Assessments

Assessment Type	Quantity	Weight	Form	Evaluation Type	Time
Written examination	75 minutes	100%	specified resources	grades	during semester

Submodule 2: Proposal

Submodule code

ECTS Credits / Workload 2.5 ECTS Credits (75 hours)

Learning Outcome 1

Students develop the necessary foundation and framework for their Bachelor thesis.

	Importance	Relevant NQF-Descriptors
Subject knowledge and skills: Students anchor and develop a specific focus on a topic (context, problem definition, objectives, contents) such that they have a solid basis for their Bachelor Thesis.	high	application; judgement
Methodology: Students develop and argue an appropriate methodological approach for their Bachelor Thesis (research questions, procedure, schedule, annotated bibliography) with scientific standards.	medium	application; judgement
Communication: Students find a topic and a client with whom they develop the problem definition and agree on the framework for their Bachelor Thesis Projects.	medium	communication
Self-related skills: Students demonstrate their independence and abilities to solve problems in a professional manner.	medium	judgement; learning autonomy

Content Outline

1. Students acquire their own assignments and clients for their Bachelor Thesis Project. They may develop their own ideas and approach potential supervisors or apply for assignments from the Student Transfer Services project pool.

2. Students acquire their own supervisor.

3. Independent work on their topic/problem in the form of a proposal that includes the following:

- Background and analysis of the context
- Problem outline and definition
- Project objectives
- Research question(s) and methodology
- Preliminary draft of content
- Reflection on procedure and progress

Teaching and Learning Methods

Contact Hours

Directed Study individual work

Workload

Contact Hours 0 lessons / 0 hours (0%)

Directed Study 0 lessons / 0 hours (0%)

Private Study 75 hours (100%)

Assignments and Assessments

Assessment Type	Quantity	Weight	Form	Evaluation Type	Time
Individual written assignment	15 pages	100%	report	grades	end of semester