

Technische Universität Dresden, 01062 Dresden



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Syllabus¹ Bachelor Seminar

The course of studies: Bachelor

Module: BA-WW-BS

Contact person: Prof. Dr. Remmer Sassen

Scope: 5 credit points (LP)

Contents: The bachelor seminar prepares you for your upcoming Bachelor thesis. The goal is to write a seminar paper that, if possible, will serve as the foundation for your Bachelor's thesis. This means that your Bachelor's seminar and your Bachelor's thesis are thematically related. The methodological framework for the seminar paper should ideally be a systematic literature review. After consulting with the supervisor, this will already prepare you for the thesis in terms of content and methodology. In the outlook, you name the research gap, derive the goal and research questions of your Bachelor's thesis, and describe the theory to be applied, the methodology to be used, as well as the theoretical and practical added value that your Bachelor's thesis can offer in the research area at hand.

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- 1 Wikipedia: Today, the term "syllabus" is used to refer to the summary or overview of an examination performance, a course, or a study module. This includes the name of the teacher, a brief description of the examination performance or event, assessment, literature, method of implementation, dates, language, etc. A syllabus thus describes the organizational framework of an examination service or event. The terms syllabus and course concept are **frequently used interchangeably**.

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Please also refer to the guidelines for writing scientific papers as well as the general notes on communication and attendance, which are available on the professorship's teaching pages:

<https://tu-dresden.de/bu/wirtschaft/bwl/bu/studium/hinweise-downloads>

1. Preparation

Application at the chair, preliminary discussions with a faculty member or the chair holder, discussion about the topic, the contents of the Bachelor's seminar, and the Bachelor's thesis.

Please note: Participation in the Chair of Business Administration, esp. Sustainability Management and Environmental Accounting Bachelor seminar is a requirement for writing your Bachelor's thesis with the chair.

2. Application procedure

The Bachelor seminar is offered continuously, so you can enroll at any time. Your application should be sent to the Chair of Business Administration, esp. Sustainability Management and Environmental Accounting.

(lehre_bu@mailbox.tu-dresden.de).

You should include the following information in the application (electronically as a pdf):

- A brief motivation letter (Why do you want to participate in the Bachelor seminar and write your thesis with us?), naming your preferred topics (please be as specific as possible; you can find more information about the topics on the homepage of the chair).
- Curriculum vitae (resume)
- Grades Summary (excerpt from the examination office)

3. Registration

The student must register in HISQIS independently until the first presentation date at the latest. If you do not register by the first presentation date, you will lose your right to work on the topic and be supervised by a staff member.

4. Evaluation

- Presentation and seminar paper
 - Seminar paper: 10-20 pages in length (text part).
 - Presentation: The seminar paper has to be defended.

The graded presentation and the two other intermediate presentations each have a presentation time of 20 minutes. Following that, questions on the topic will be asked (for about 10 minutes).

- Weighting: 70% for the seminar paper, 30% for the presentation

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5. Procedure

Bachelor seminar dates: Appointments are set in discussion with the responsible supervisor(s).

The following milestones will prepare you:

1. Milestone: First appointment in the Bachelor seminar

- Presentation with the following contents:
 - Topic and goal of the work, motivation, research questions
 - Presentation and justification of the systematic literature search procedure, including search terms (synonyms), databases (if necessary, which journals can be searched), and references.
 - Draft for analysis grid; underlying theory and standard works
 - Project plan and timeline until seminar paper submission (1 slide)
- Take note of the current work status (see Figure 2): "Orientation and planning" are 100% finished, "Collect and structure material" is 50% finished, and "Write a rough draft" is 10% finished (guideline template adapted, for example, with own chapter headings).

2. Milestone: Second appointment in the Bachelor seminar

- Presentation with the following contents:
 - Presentation of the systematic literature search findings (number of search hits, relevant hits, and final sample size)
 - Presentation of the analysis grid, including coding examples
 - The work presentation is still required until the seminar paper is submitted.
- Take note of the current work status (see Figure 2): "Collecting and structuring material" is 100% complete, "Writing a rough draft" is 80% complete (a red thread for each chapter has been written down, and sketches for tables and graphs are available).

3. Milestone: Submission of the seminar paper

- Usually, the digital submission takes place at least one week before the third meeting. You hand in your seminar paper to lehre_bu@mailbox.tu-dresden.de and your supervisor.

4. Milestone: Third appointment in the Bachelor seminar

- Defense of the seminar paper
- A concise summary of motivation, aim, and research questions (as a starting point and to pick up possible new listeners)
- (Graphical) presentation of the results of the analysis grid (e.g. descriptive by year of publication, journal, ranking, etc.; by categories of the analysis grid e.g. which life cycle phases or products are investigated or similar)

- Discussion of critical points (methodological limitations, data availability, etc.)
- Outlook on research questions and method of the bachelor thesis

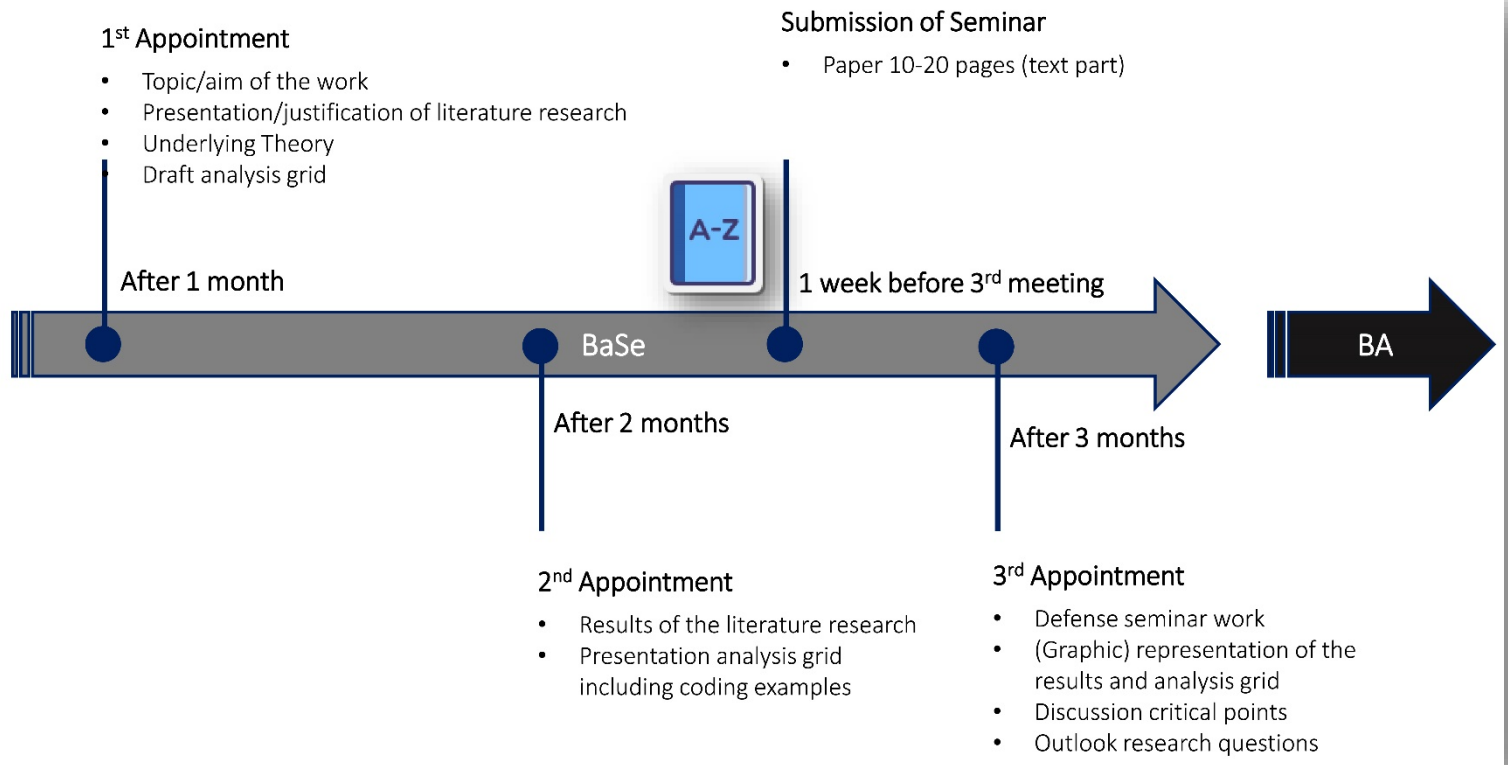


Figure 1: Bachelor seminar sequence (own representation)

	Orientation and Planning	Material collection and structure	Write rough draft	Revise	Correct and close
Work Steps	Coordinate the writing assignment and framework, develop ideas, narrow down and delimit the topic, define questions and goals, determine the method	Collecting and evaluating data, systematically researching, developing a structure selecting <i>databases, evaluating, selecting search hits</i>	First complete the text version quickly and without claiming to be a linguistic stylist. writing down perfection, writer-oriented	Gather feedback, revision passes on different text levels: rough and fine structure, stylistics/technical languages, bring reader orientation into the text	Spelling/Grammar, layout, indexes, closing and release, publishing
Read	Fast reading, skimming, getting an overview	Focused, critical reading	Read your own help texts (excerpts, mind maps), selectively back to sources	Reread the raw text from different perspectives	Testing reading
Write	Personal notes (writing diary), associative writing techniques for brainstorming freewriting and clustering) expose	Expose, outline, excerpts, mind maps, freewriting, "Zero drafts", writing diary, <i>code tree, review protocol</i>	Write the complete rough draft quickly, writing diary	Writing missing parts of the text, rewrite and rewrite parts, writing diary	Correct, format, edit
Speak	Discussions with supervisor to coordinate the topic/questions	Discussions with the supervisor to coordinate the structure, discussions with peers about the first texts	Conversation about the writing process	Get feedback on different text levels (content, common thread, language) and by different people (supervisors, peers)	Get feedback from the proofreader, wait for feedback after submission
Time	About 10 percent	Approx. 40 percent (for review: approx. 50 percent)	About 10 percent	Approx. 30 percent (for review: approx. 20 percent)	About 10 percent

Figure 2: The writing process (Based on GA Schreibwerkstatt der TU Dresden, 2018, after Girgensohn, Katrin/Sennwald, Nadja: Schreiben lehren, Schreiben lernen. Darmstadt 2012, worksheet concept: Writing Center of the European University Viadrina).

Literature

- Buchanan, D. A., & Bryman, A. 2009. *Organizational Research Methods*. London: Sage.
- Creswell, J. W. 2009. *Qualitative inquiry & research design. Choosing Among Five Approaches* (2nd ed.). Thousand Oaks, CA: Sage.
- De Vauns, D. A. 2006. *Research design in social research*. London: Sage.
- Duriau, V. J., Reger, R. K., & Pfarrer, M. D. 2007. A Content Analysis of the Content Analysis Literature in Organization Studies. Research Themes, Data Sources, and Methodological Refinements. *Organizational Research Methods*, 10: 5–33.
- Fink, A. 2009. *Conducting research literature reviews: from the Internet to paper*. Thousand Oaks, CA: Sage.
- Flynn, R., Bellaby, P., & Ricci, M. 2008. Environmental citizenship and public attitudes to hydrogen energy technologies. *Environmental Politics*, 17(5): 766–783.
- Guenther, E., & Stechemesser, K. 2010. Hemmnisse analysieren und überwinden. *Ökologisches Wirtschaften*, 4(3): 39–42.
- Hammerschlag, R., & Mazza, P. 2005. Questioning hydrogen. *Energy Policy*, 33: 2039–2043.
- Huff, A. S. 2008. *Writing for Scholarly Publication*. Thousand Oaks, CA: Sage.
- Huff, A. S. 2009. *Designing Research for Publication*. Thousand Oaks, CA: Sage.
- Krippendorff, K. 2004. *Content analysis - an introduction to its methodology* (2nd ed.). Thousand Oaks, CA: Sage.
- Seuring, S., & Mueller, M. 2008. From a literature review to a conceptual framework for sustainable supply chain management. *Journal of Cleaner Production*, 16: 1699–1710.
- Spector, P. E. 2006. *Research designs*. Newbury Park, CA: Sage.
- Tranfield, D., Denyer, D., & Smart, P. 2003. Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review. *British Journal of Management*, 14: 207–222.
- Yin, R. K. 2003. *Case Study Research: Design and Methods*. Thousand Oaks, CA: Sage.

Examples of „systematic literature reviews“:

- Ilg, P., Hoehne, C., & Günther, E. 2016. High-performance materials in infrastructure: a review of applied life cycle costing and its drivers – the case of fiber-reinforced composites. *Journal of Cleaner Production*, 112: 926–945.
- Münch, S., & Günther, E. 2013. A systematic review of bioenergy life cycle assessments. *Applied Energy*, 3112: 257–273.
- Stechemesser, K., & Guenther, E. 2012. Carbon accounting: a systematic literature review. *Journal of Cleaner Production*, 36: 17–38.

You will not receive any further information from us, since the aim of your work is to find the relevant sources yourself. Often university teaching is accompanied by a so-called "given be" dilemma. This means that students receive the required input data from the lecturers and work with them. But in later professional practice, many junior employees then discover that it is precisely the collection of data that represents the real challenge for preparing entrepreneurial decisions.

We wish you much success with your Bachelor seminar and look forward to a good time together!