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Syllabus¹ Research Seminar (Master)

Course of studies: Master

Module: WW-MA-5 Research Seminar

Contact person: Prof. Dr. Remmer Sassen

Scope: 10 credit points (LP)

Content: The research seminar prepares you for your upcoming thesis. The goal is to produce a comprehensive seminar paper that, if possible, will be the basis for your Master's/Diploma thesis. I.e., the research seminar and your final thesis are thematically connected. The methodological framework of the seminar paper is a systematic literature review. The systematic literature review identifies a research gap for your final thesis. In the outlook of the seminar paper, you explain the purpose and research questions of your Master's/Diploma thesis. You also explain the theory and method to be used and the theoretical and practical added value that your master's thesis can bring to the research area at hand.

- 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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Mitglied von:



**DRESDEN
concept**
Exzellenz aus
Wissenschaft
und Kultur

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Please also refer to the guidelines for writing scientific papers as well as the general notes on communication and attendance; available on the teaching pages of the chair:

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

1. Preparation

Application at the chair, conduct a preliminary interview with a chair's staff member or the current professor, discuss the topic, the content of the research seminar, and the Master's/Diploma thesis.

Please keep in mind that attendance at the chair's research seminar is required for completing the Master's/Diploma thesis at the chair.

2. Application procedure

The research seminar is ongoing, so you can enroll at any time. Please submit your compelling application to the Chair of Business Administration, esp. Sustainability Management and Environmental Accounting (lehre_bu@mailbox.tu-dresden.de).

Then, according to the Master's thesis rules, you should already have met the **minimum admission requirements**.

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

- A brief motivation letter (why do you want to participate in the research seminar and write a master's thesis with us?)
- If available, specify your preferred topics (please be as specific as possible, more information on topics can be found on the homepage of the professorship).
- Curriculum vitae (resume)
- Grades overview (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 the right to work on the topic and be supervised by a staff member.

4. Evaluation

- Presentation and seminar paper
 - Seminar paper: 20-30 pages in length (text part)
 - Seminar paper defense: The seminar paper must be defended (graded presentation).

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).

- Proportional weighting: 70% seminar paper, 30% presentation

5. Procedure

Appointments are set in discussion with the responsible supervisor(s).

The following milestones will prepare you:

1. Milestone: The first appointment in the research seminar.

- Presentation with the following contents:
 - Work topic and goal, motivation, research questions
 - Presentation and justification of the systematic literature search procedure, including search terms (synonyms) and databases
 - Analysis grid draft, underlying theory/standard works
 - Project plan/timetable until seminar paper submission (1 slide)
- Note the current work situation (see Figure 2): "Orient & plan" is finished, "Collect & structure material" is half done, and "Write a rough draft" is 10% done (guideline template adapted, for example, with own chapter headings).

2. Milestone: The second appointment in the research seminar.

- Presentation with the following contents:
 - Presentation of the systematic literature search findings (number of search hits, relevant hits, final sample size)
 - Presentation of the analysis grid, including coding examples
 - Work presentations are still required until the seminar paper is submitted.
- Take note of the current work situation (see Figure 2): "Collecting and structuring material" is finished, and "writing a rough draft" is 80% finished (a red thread for each chapter has been written down, 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 research seminar

- Defense of the seminar paper
- A brief summary of motivation, goal, and research questions (to serve as a starting point and to attract potential new listeners)
- (Graphical) presentation of the analysis grid results (e.g., descriptive by year of publication, journal, ranking, etc.; by analysis grid categories, e.g., which life cycle phases are investigated, or similar)
- Critical points are discussed (methodological limitations, data availability, and so on).
- A perspective on the master's thesis research questions and methodology

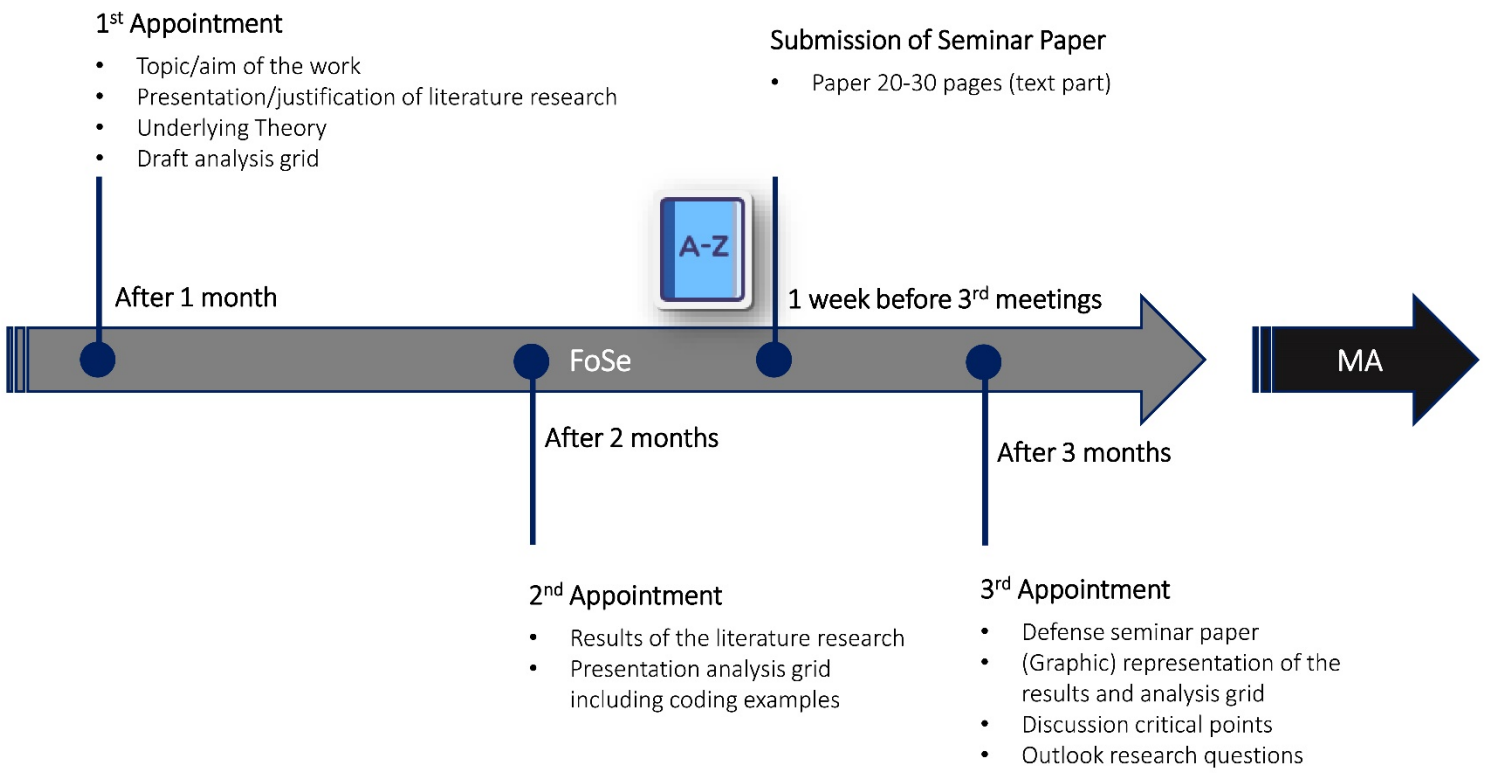


Figure 1: Research seminar procedure (own representation)

	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 (<i>for review: approx. 50 percent</i>)	About 10 percent	Approx. 30 percent (<i>for review: approx. 20 percent</i>)	About 10 percent

Figure 2: The writing process (based on GA Schreibwerkstatt der TU Dresden, 2018, after Girgensohn, Katrin/Sennewald, 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.

We will not provide you with any additional information because the goal of your work is for you to find the relevant sources on your own. University teaching is frequently accompanied by a "given be" quandary. This means that students receive the necessary input data from lecturers and collaborate with them. However, as they gain more experience in their jobs, many entry-level employees discover that gathering data is the real challenge when it comes to making business decisions.

We wish you the best of luck with your research seminar and look forward to collaborating with you!