

# Presentation

## How to write a bachelor's thesis

6BBSE1

Bakalářský seminář (Bachelor Seminar)

**Ing. Daria Gunina**



EVROPSKÁ UNIE  
Evropské strukturální a investiční fondy  
Operační program Výzkum, vývoj a vzdělávání



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# Homework for Seminar 1: thesis proposal. Self-evaluation

	✓
The thesis template is downloaded and read	
The assignment form for the thesis is entered in InSIS (by the supervisor)	
The thesis proposal is written	
The thesis proposal meets the maximum limit of 2 pages	
The thesis proposal is written in the thesis template	
The social significance of the area, relevance, and up-to-dateness of the topic is discussed and based on arguments (using published resources)	
The aim and research questions are formulated in the thesis proposal	
The benefits and usefulness of the thesis are mentioned in the thesis proposal	
The structure of the thesis is described in the thesis proposal (basic thematic areas are listed)	
The methodology of the thesis is presented in the thesis proposal (procedure for the practical part)	
The use of the chosen methods is argued	
The limitation of research is discussed in the thesis proposal (e.g. ethical issues)	
Particular resources (found in the preliminary literature search) are listed and briefly described	
At least five of the sources are mentioned and described in the thesis proposal	
The thesis proposal is consulted with the supervisor	
The thesis proposal is written and submitted by the deadline	

# Seminar №1

## Evaluation of thesis proposal

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# Analysis of mistakes in a thesis proposal. Formatting text

- ! **First paragraph** (following a title, a picture, a table, a list) – Word style FM VSE: NORMAL: BEHIND A HEADING OR OBJECT
- Other (**further**) paragraphs – Word style FM VSE: NORMAL

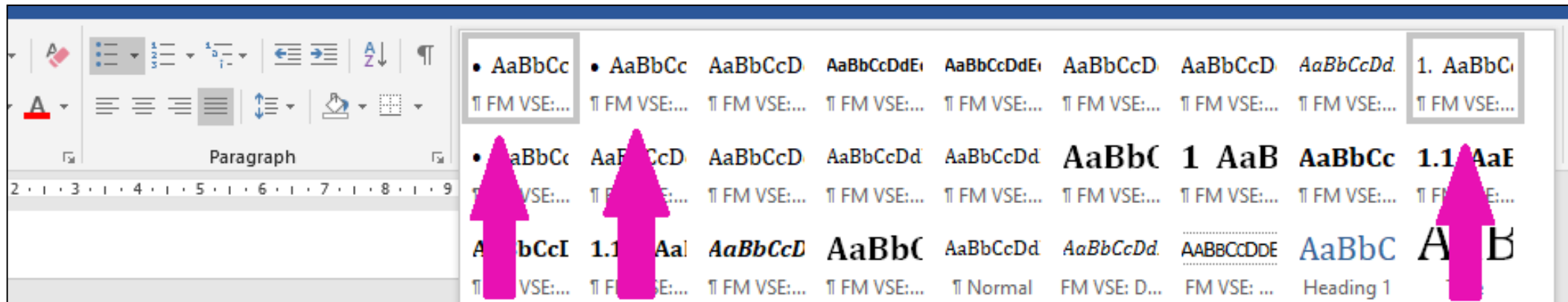
## Introduction

**Many** significant Czech and foreign economists have obtained the university's honoris causa title; these include, for instance, the Nobel Prize winners Prof. Robert A. Mundell, Prof. Milton Friedman, or Prof. Gary S. Becker. The classes taught at VŠE are guaranteed and provided by more than 700 qualified academics and business experts. Besides the specialized courses, VŠE stresses foreign language studies. VŠE students can take classes of English, German, French, Russian, Italian, Portuguese, Spanish, Swedish and Chinese.

**VŠE** provides its students with a high quality study environment and conditions. The university library contains more than 430 thousand books and 330 journals and provides access to numerous electronic databases with e-journals and periodicals on

# Analysis of mistakes in a thesis proposal. Formatting a list

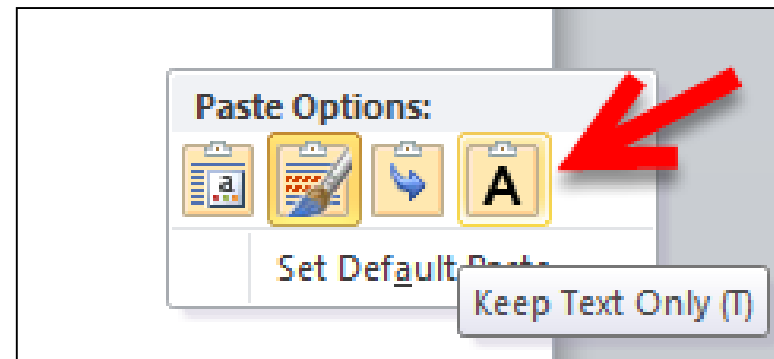
- Use the **already created styles** FM VSE: BULLETS LEVEL 1 and FM VSE: NUMBERING LEVEL 1.



- **DO NOT** use the button on the HOME-PARAGRAPH-BULLET/LIST/NUMBERING tab.

# Analysis of mistakes in a thesis proposal. Paste copied text

1. Click the right mouse button on where you want to paste the text
2. Paste Options
3. A: **Keep Text Only (T)**





# Analysis of mistakes in a thesis proposal. Paragraph length

- A separate paragraph cannot **include only one separate sentence**.
- A paragraph introduces a coherent and meaningful idea.
- Standard parts of a paragraph are:
  - the **topic sentence** - tells the reader what the paragraph is about and/or contains a connection to the previous paragraph,
  - usually **1-8 sentences**, which in logical order develops the idea contained in the topic sentence,
  - and the **concluding sentence** - summarizes, refers back to the first sentence, may contain an example or suggest a connection with the following paragraph.
- New information is usually presented *AFTER* the topic sentence of the paragraph.
- From general and familiar to specific and new.



# Analysis of mistakes in a thesis proposal. Phrases and language

- Recommended:
  - to use neutral passive voice (*"It was found that ..."*)
  - to use an active style of expression (*"Results indicate ..."*)
- It is recommended **to avoid** using the first person:
  - *"The aim of **my** bachelor's thesis is ..."*
  - *"**I** chose the method ..."*
  - *"It's popular in **our** country ..."*
  - *"**Our** scientists have discovered ..."*
  - *"Processing motivated **me** ..."*
  - *"**My** person thinks ..."*



# Analysis of mistakes in a thesis proposal. High-quality resources

- Only textbooks: **NO!**
- Primary sources: **scientific articles**, proceedings, technical reports, patents etc.
- Where to find? Special database. E.g. [scholar.google.com](https://scholar.google.com)





# Tips for task 1-5-1. How to write an introduction

- 2-3 pages
- **Example** of introduction structure:
  - One–two paragraphs: **up-to-dateness / relevance** of the problem (importance of the topic from a professional theoretical or practical point of view (usually through cultural studies or academic resources))
  - One paragraph: **thesis aim** and research questions
  - One paragraph: **how to achieve the aim** (how questions will be solved: introduce and argue the methodology of thesis)
  - One–three paragraphs: describe the **thesis structure** (theoretical, methodical, practical part)

# Tips for task 1-5-1. How to write the methodical part

- 3–5 pages
- **Examples** of the structure of the methodological part:

<b>3 Methodology</b>		<b>3 Methodology</b>
<b>3.1 Methods of data collection</b>		<b>3.1 Chosen methods</b>
<b>3.2 Research sample</b>		<b>3.2 Sampling</b>
<b>3.3 Methods of data analysis</b>		<b>3.3 Limitations</b>
<b>3.4 Research limitations</b>		



# Homework for Seminar 2: task 1-5-1. Self-evaluation

	✓
Homework task 1-5-1 is written	
The homework includes a thesis introduction of a minimum of 1 page	
The introduction includes the aim of the thesis	
The introduction formulates research assumptions / research questions or hypotheses	
The introduction argues the importance of the topic from a professional theoretical or partitional point of view (usually through cultural studies or published academic resources)	
The introduction describes the structure of the thesis, argues the existence of particular chapters of the thesis	
The introduction briefly presents and argues the methodology of the thesis	
The homework includes a literature review (coherent, continuous, structured text) of 5 pages	
The homework includes a methodology of a minimum of 1 page	
Homework is written and submitted by to deadline	

# Seminar No2

## Evaluation of task 1-5-1

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Bachelor Seminar

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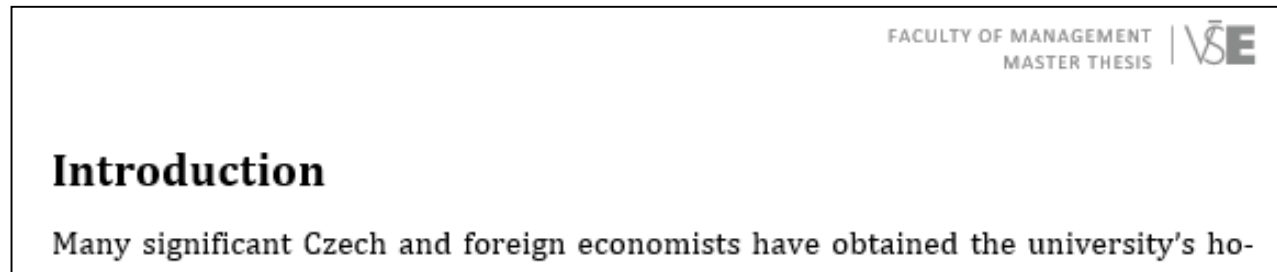
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# Analysis of mistakes in task 1-5-1. Formal requirements

- Check the **header** on both the *ODD* and *EVEN* pages (type of thesis)



- Check the page with the **assignment form** and statutory declaration (type of thesis)

# Analysis of mistakes in task 1-5-1. Formal requirements II

- Chapters **Introduction** and **Conclusion** are not numbered
- **ATTENTION**: Introduction and References begin on the *ODD* page (do not erase the page or section breaks before the titles)

Conclusion.....	55¶
References.....	57¶
Appendix.....	59¶
■ .....Section Break (Odd Page) .....	



# Analysis of mistakes in task 1-5-1. Inserting pictures

- To insert pictures (images):
  - Insert picture (e.g. Ctrl + V)
  - Wrap text set to In Line with Text
  - Picture assign the created **style FM VSE: Picture**.
  - To double-check:
    - if the image disappears when writing / adding text, it is likely that the image **is not inserted correctly**
    - if you click on the picture and the styles on the Home tab locks, the picture **is not inserted correctly**
- Each picture **must be marked with a caption**:
  - The caption is placed above the image
  - Insert Caption: tab REFERENCES – CAPTIONS - INSERT CAPTION, select Picture from the Type Menu (or create a new type).
- Insert the source behind the picture and the text set by the created FM VSE: TABLE OR PICTURE SOURCE.





# Analysis of mistakes in task 1-5-1. Citations

- It is necessary to cite **any specific information**,
  - that was not acquired by yourself
    - measurement,
    - estimation,
    - calculation,
    - or research;
  - which is not the result of your own intellectual activity.
- If unsure whether to cite (quote) the source or not, ***cite it***.
- The dot is always placed **BEHIND THE CITATION**.



# Analysis of mistakes in task 1-5-1. Citations II

- A citation (source identifier) that **is not listed in the list of references** must not appear in the text.
- A source (with an identifier) that **is not cited in the text** must not appear in the References.
- Resources are not sorted by type; they are **sorted alphabetically**!
- How to do it? Use ZOTERO.

# Tips for task 2-10-2. Zotero

- Zotero: instructions on the web [fm.vse.cz](https://www.fm.vse.cz)

← → ↻ <https://www.fm.vse.cz/sablona-pro-kvalifikacni-prace/> 🔍 ☆ ⋮

## Templates for work produced at FM VSE

- [presentation template](#) (0.2 MB, **modified on July 17, 2015**)
- (1.5 MB, **last modified on 10 March 2017**, if you are using a template for writing other than a master's thesis, be sure to change the type of work on the opening pages and the headings of even and odd pages)
- [template of semester work](#) (1,5 MB, **last change on 10 March 2017**) - is based on the template of the qualification work, the introductory pages of the work are shortened and simplified
- (3.3 MB, **modified on March 14, 2017**) - only for leaders and opponents of the qualification work

For a correct reference to sources in the text (for qualifying and semester work templates) and for creating a properly formatted list of literature, one of the following options can be used:

1. [Download Zotero citation software](#) (if you use Chrome - download Zotero Standalone and Chrome Extension, if you use Firefox - download Zotero for Firefox, Internet Explorer users will either install a different browser or switch to point 2). For correct reference in Zotero you still need to download the [citation style ČSN 690 for Zotero \(modified according to the requirements in the template\)](#). In Zotero, choose Tools / Settings / Citation and the Styles tab. Use the + button to add the style you previously downloaded and saved to the disc. Citation tools during writing can be found in Word on the Add-ins tab (if you do not see anything like that, you must enable it from the File / Options / Zotero Options menu). The Zotero program must be running to allow Word quotes to work.
2. [Download the Mendeley citation software](#). In Mendeley, select the Tools / Install MS Word Plugin menu. For correct reference in Mendeley, you still need to download the citation style ČSN 690 for Mendeley. In the View / Citation Style menu, select More styles.

# Tips for task 2-10-2. Zotero: scholar

Online consumer review: Word-of-mouth as a new element of **marketing communication** mix [PDF] jstor.org

Y Chen, J Xie - Management science, 2008 - pubsonline.informs.org

... product information created by users based on personal usage experience, can serve as a new element in the **marketing communications** mix and ... First, we show when and how the seller should adjust its own **marketing communication strategy** in response to consumer reviews ...



Počet citací tohoto článku: 1286

Související články Všechny

Integrated **marketing communication** (IMC) and brand identity as critical components of brand equity **strategy**: A conceptual framework and research

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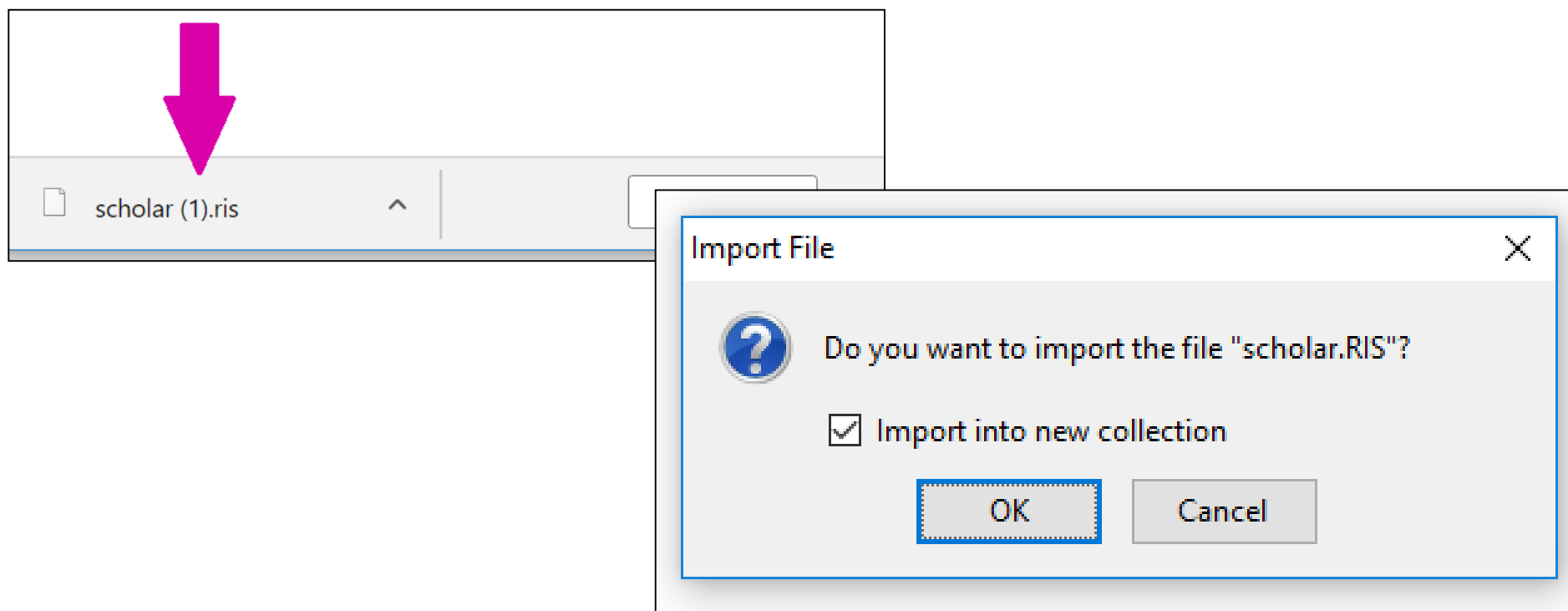
MLA Chen, Yubo, and Jinhong Xie. "Online consumer review: Word-of-mouth as a new element of marketing communication mix." *Management science* 54.3 (2008): 477-491.

APA Chen, Y., & Xie, J. (2008). Online consumer review: Word-of-mouth as a new element of marketing communication mix. *Management science*, 54(3), 477-491.

ISO 690 CHEN, Yubo; XIE, Jinhong. Online consumer review: Word-of-mouth as a new element of marketing communication mix. *Management science*, 2008, 54.3: 477-491.

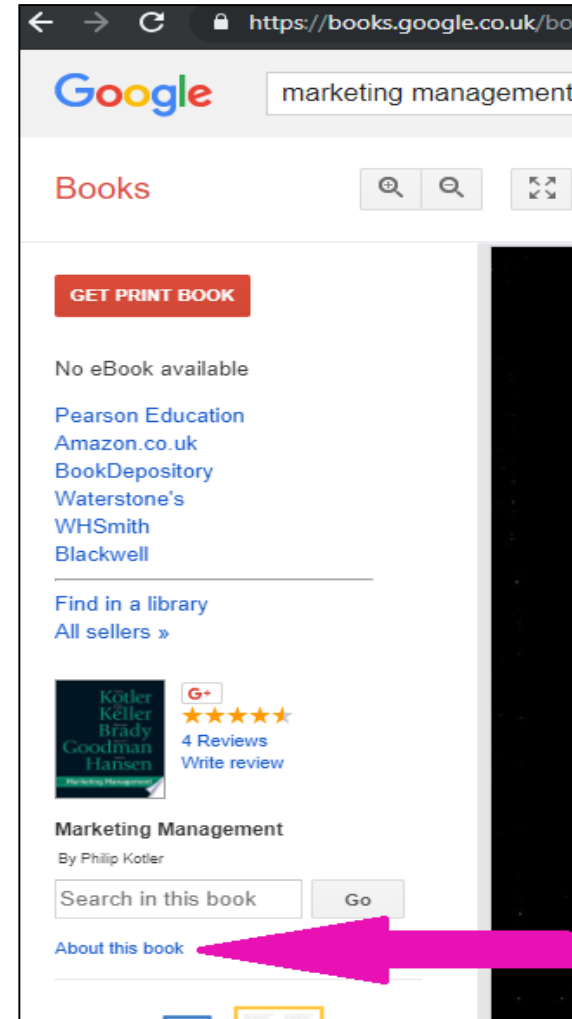
BibTeX EndNote RefMan RefWorks

# Tips for task 2-10-2. Zotero: scholar



# Tips for task 2-10-2. Zotero: books

- Find books at [books.google.com](https://books.google.com)



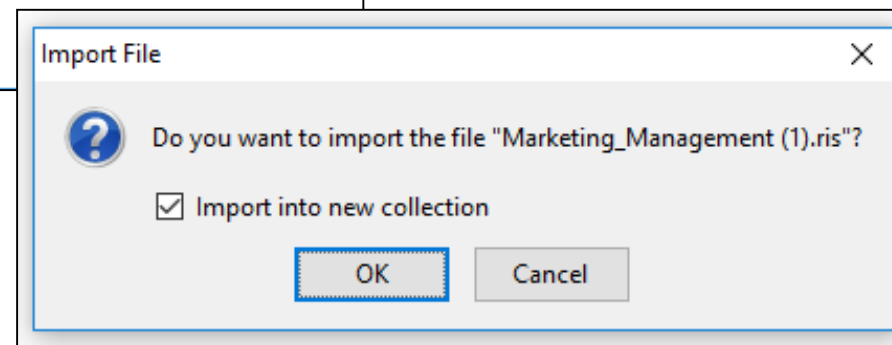
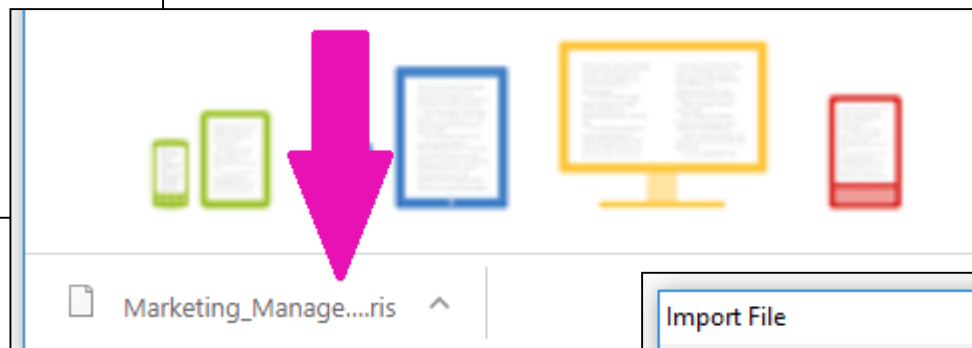
# Tips for task 2-10-2. Zotero: books

Bibliographic information

Title	Marketing Management <i>Pearson One</i>
Author	Philip Kotler
Editor	Philip Kotler
Edition	illustrated, reprint
Publisher	Pearson Education, 2009
ISBN	0273718568, 9780273718567
Length	889 pages

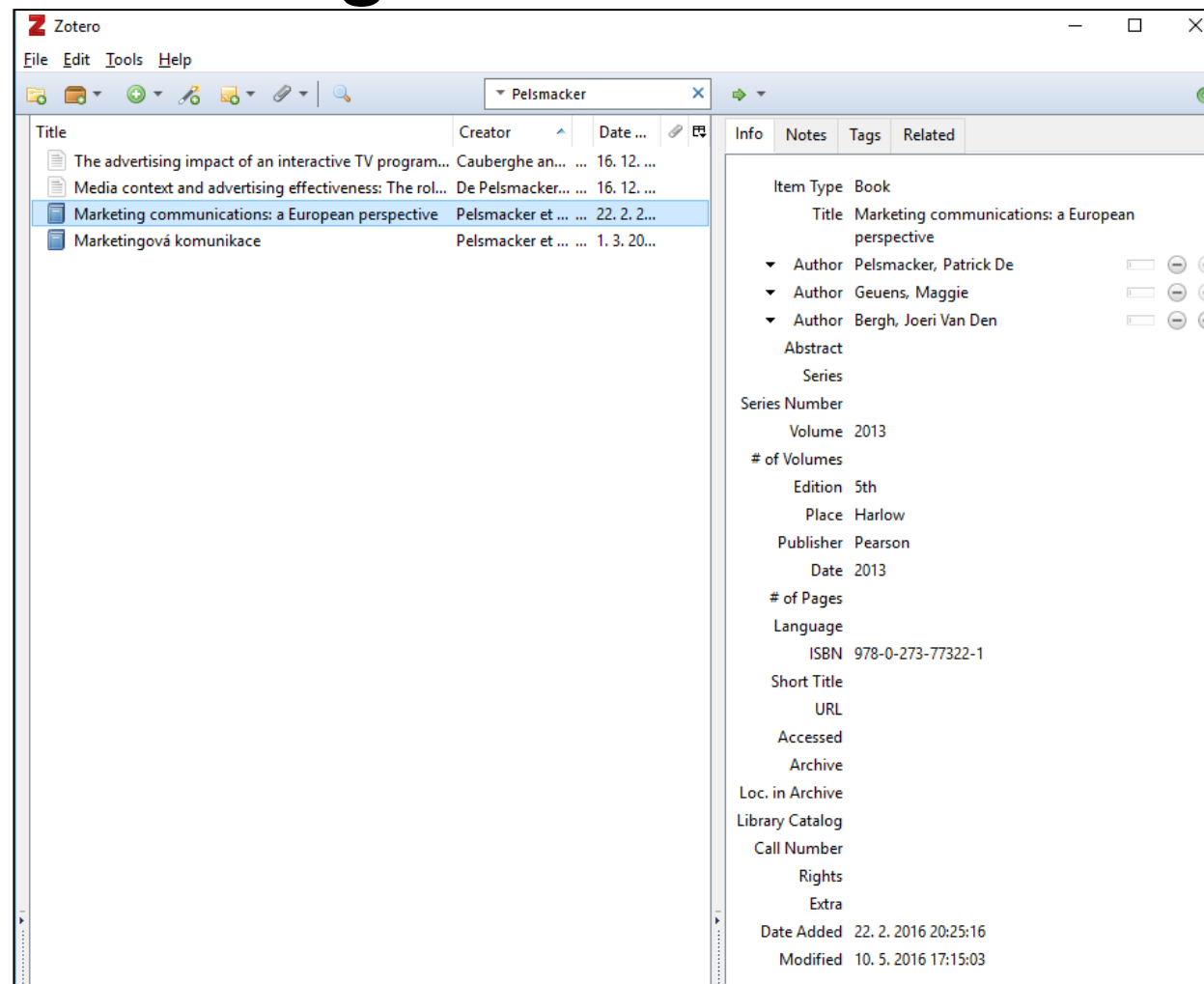
Export Citation

BiBTeX EndNote RefMan



# Tips for task 2-10-2. Zotero: editing a resource record

- If ISBN / place / URL or others is missing.





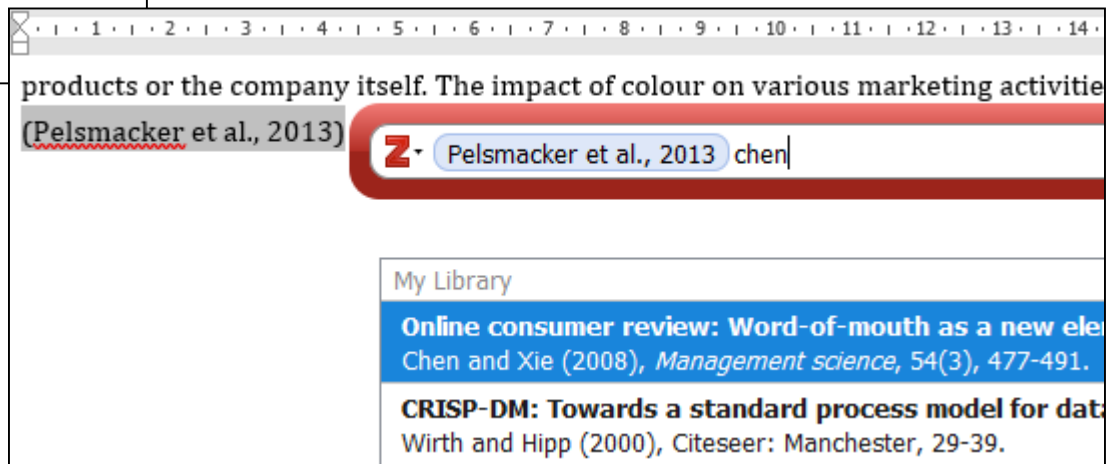
# Tips for task 2-10-2. Zotero: adding a citation (Word)

- Application Zotero must **be run BEFORE** inserting citations

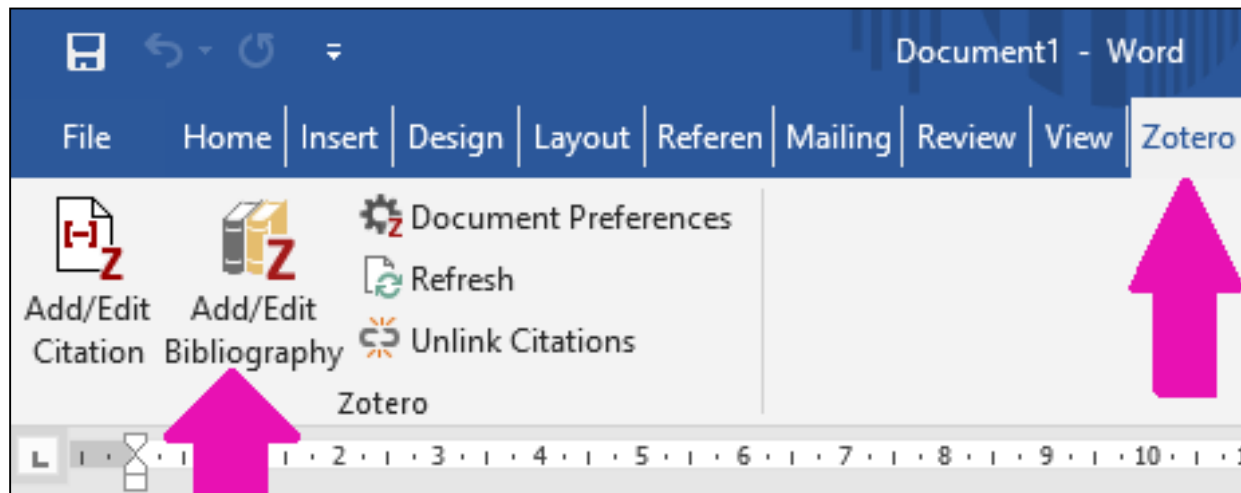
The screenshot shows the Microsoft Word interface with the Zotero ribbon selected. The ribbon contains the following tabs: File, Home, Insert, Design, Layout, Referen, Mailing, Review, View, Zotero, EndNot, Aplikaci, and ACROB. The Zotero ribbon has three main sections: 'Add/Edit Citation' (with a red 'Z' icon), 'Add/Edit Bibliography' (with a yellow 'Z' icon), and 'Document Preferences' (with a gear icon). Below these are 'Refresh' and 'Unlink Citations' buttons. A pink arrow points to the 'Zotero' tab, and another pink arrow points to the 'Add/Edit Citation' button. Below the ribbon, a text box contains the text 'products or the company itself. The impact of colour on various marketing'. A citation insertion dialog is open, showing a search bar with 'pelsm' and a list of results. The first result is 'Marketingová komunikace' by Pelsmacker et al. (2003), Grada: Praha. The second result is 'Marketing communications: a European perspective' by Pelsmacker et al. (2013), 2013, Pearson: Harlow.

# Tips for task 2-10-2. Zotero: editing citation (Word)

- **DO NOT** edit the citation manually!



## Tips for task 2-10-2. Zotero: list of references (Word)



- After inserting a list of references, **check the formatting** (if it differs, use a **created style**)

# Tips for task 2-10-2. How to write the methodical part

Research	Qualitative*				Quantitative*		
Method of data collection	In-depth interviews	Focus group	Diary method	Observation	Usage of secondary data set: e.g. ČNB, ČSÚ, Eurostat etc.	Experiment	Survey
Research sample	Specific sample (size depends on RQ and exploratory nature)				Requirements for a larger sample (representativeness and generalization)		
Method of data analysis	<ul style="list-style-type: none"> <li>• Coding technics</li> <li>• Interpretation</li> <li>• Comparison</li> <li>• Qualitative content analysis</li> <li>• Case study</li> <li>• Discourse analysis</li> <li>• etc.</li> </ul>				<ul style="list-style-type: none"> <li>• Statistical methods</li> <li>• Descriptive statistics</li> <li>• Correlation analysis</li> <li>• Cluster analysis</li> <li>• Data-mining</li> <li>• etc.</li> </ul>		

*\*the table shows only examples and does not provide a comprehensive overview of all existing methods*



# Tips for task 2-10-2. How to write the methodical part II

- Available in the FM library:

Grbich, C. (2013). *Qualitative data analysis: an introduction*. Second edition. London: SAGE.

Creswell, J.W. (2009). *Research design: qualitative, quantitative and mixed methods approaches*. 3rd ed. Los Angeles: SAGE Publications.

- **Research limitations** – pay attention to:
  - Limitations resulting from the nature of the data (collection methods)
  - Limitations resulting from the nature of the analysis (methods of analysis)
  - **Validity**
  - **Reliability**
  - Generalization of results
  - Ethical issues
  - Triangulation



# Homework for Seminar 3: task 2-10-2. Self-evaluation

	✓
Homework task 2-10-2 is written	
The homework includes a thesis introduction of a minimum of 2 pages	
The homework includes a literature review (coherent, continuous, structured text) of 10 pages	
The homework includes a methodology of a minimum of 2 pages	
The methodology part elaborates in detail the research assumptions / research questions or hypotheses	
The methodology part describes in detail the methodical technics used in the practical part and argues its deployment (usually using the published sources): <ul style="list-style-type: none"><li>• <i>especially justifies the process during the research, explains and argues the research design, describes and argues the research subjects (research sample), research objects and instruments (e.g. the questionnaire and its individual questions, the experiment and its phases, the process of interviewing respondents, etc.) describes in detail the procedure and circumstances of data collection, justifies and explains in detail the process and tools of its own analytical approach, suggests an approach to the interpretation of results</i></li></ul>	
The methodology part outlines the structure of the application (practical) part	
The methodology formulates research limitations and ethical issues related to the research performed	
Homework is written and submitted by the deadline	

# Seminar №3

## Evaluation of task 2-10-2

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# Tips for task 2-15-2. How to finish the theoretical part

- The last paragraph of each subchapter / chapter:
  - **SUMMARISES** chapter knowledge
  - **argues the importance** (role) of subchapters for the practical part / for fulfilling the aim of the thesis
  - contains a sentence that logically connects the content of the subchapter with the content of the following subchapter
  - i.e. closes the subchapter and provides a **"bridge"** to the following subchapter
- The last 2-3 paragraphs of the theoretical part:
  - **SUMMARISE** the current level of knowledge in the area in which the thesis is being processed
  - formulate partial conclusions stemming from the literature review
  - close the theoretical part and provides the transition to the next part





# Homework: task 2-15-2. Self-evaluation

	✓
Homework task 2-15-2 is written	
The homework includes a thesis introduction of a minimum of 2 pages	
The homework includes a literature review (coherent, continuous, structured text) of 15 pages	
The theoretical part summarizes the current level of knowledge in the area in which the thesis is processed	
The theoretical part contains data about the current level and methods (standards, models, applications) used to solve similar problems	
The theoretical part discusses, compares particular approaches to solving the given problem, and applies them to formulated research assumptions / research questions or hypotheses	
The theoretical part is a literary review of the resources on a given topic (sources of a secondary character - monographs and proceeding works - prevailing, foreign and domestic textbooks can be used; but also primary sources should be used: articles, research reports, etc.)	
The theoretical part relates to the knowledge found on the topic, especially with regard to its objectives, formulated research assumptions / research questions and hypotheses	
The theoretical part adheres to the principles of academic writing (argumentation, cross-referencing, citations, critical evaluation of resources, using a professional opinion, ...)	
The theoretical part distinguishes your own knowledge and assessment from ideas and data used, properly denotes all quotations and paraphrases, correctly refers to external resources	
The homework includes a methodology of a minimum of 2 pages	
Homework is written and submitted by the deadline	