Guidelines on Bachelor Thesis 2022

This Guideline applies to the bachelor programmes of the School of Business of the University of Applied Sciences and Arts Northwestern Switzerland[1]. Prepared for the benefit of students, supervising lecturers and clients, it governs the conditions relating to the Bachelor Thesis module. It applies to all Bachelor Theses started in the year 2022.

These guidelines apply to the Bachelor of Science in Betriebsökonomie, Business Administration (International Management), Wirtschaftsinformatik und Business Information Technology at the **Basel, Brugg and Olten locations**. For the German-language degree programmes, these guidelines are also available in German.

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[1] With the exception of the International Business Management programme

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1. Conditions

1.1. Status in the curriculum

The Bachelor Thesis is a compulsory module of all School of Business bachelor programmes[2]. The Thesis is written in the last semester according to the curriculum.

1.2. Object and purpose

The programmes Bachelor of Science in Betriebsökonomie (Business Administration – Bök), Business Administration (International Management) (hereinafter simply International Management or IM), Wirtschaftsinformatik (WI) and Business Information Technology (BIT) have a practical orientation. Students acquire the knowledge and skills required for mastering business management roles and assuming managerial positions in the business and administration domains.

Students successfully completing a Bachelor Thesis demonstrate an ability to apply acquired knowledge and solve practical issues autonomously, methodically and in an appropriate format. At the same time, a Bachelor Thesis is intended to achieve the following aims:

- Strengthening of Specialist Competencies
  Recognising the interconnectedness of a problem; tackling it in sufficient depth and on a scientific basis; applying and integrating acquired knowledge; filling gaps in knowledge.

- Strengthening of Social Competencies
  Accomplishing projects autonomously in close collaboration with the client.

- Strengthening of Methodological Skills
  Applying problem-solving and project-management principles to the thesis.

- Strengthening of Personal Competencies
  Coming to terms with one's performance limits; setting project management priorities; assuming responsibility. Students demonstrate they can handle pressure.

1.3. Eligibility

A minimum of 140 ECTS credits are required for admittance to the Bachelor Thesis module. The Dean of Studies has discretion in this matter.[3]

1.4. Individual- or Teamwork

The Bachelor Thesis can be completed by a student working alone or in partnership with a fellow student. In the study programme Wirtschaftsinformatik and Business Information Technology (BIT) the Bachelor Thesis is an individual work.

1.5. Language

The bachelor theses of the Business Administration (Bök) and Wirtschaftsinformatik (WI) programmes are generally written in German. Students may, however, write in English if the client wishes. The bachelor theses of the International Management and Business Information Technology programmes must be written in English.

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[2] With the exception of the International Business Management programme
[3] In accordance with § 7 paragraph 10 of the Study and Examination Regulations

1.6. Requirements of the topic

The topic shall be restricted to the field of applied business administration / business information technology. The approach to the task shall include an analytical and a conceptual element.

1.7. Confidentiality

Information concerning the client shall be treated in confidence. Nevertheless, to promote the educational value of knowledge transfer and application-oriented approaches, the FHNW University of Applied Sciences and Arts Northwestern Switzerland aims to make bachelor theses available to a wider public where possible. The School of Business distinguishes between two categories:

Category	Explanation
Confidential	The assignment is not accessible to the public and is immediately archived by the School of Business.
Public	The assignment is publicly accessible. Assignments awarded grade 5.0 and higher are made available via the Institutional Repository FHNW (https://irf.fhnw.ch/). Additionally, in Olten they will be made publicly available via the Network of Libraries and Information Centres in Switzerland (swisscovery).

The category is decided upon by the client at the end of the thesis module during the evaluation of the thesis. The supervising lecturer documents the category selected on the assessment form and the students on the Public Management Summary.

1.8. Scope and ECTS credits

ECTS credits awarded for the Bachelor Thesis represent the time that the students are to invest in its completion. A successfully completed Bachelor Thesis is awarded according to Curriculum 2017 (i.e., start of the study in 2017 or later) with the following number of ECTS credits:

Curriculum 2017 Programmes of study	Credits
Business Administration (Bök), International Management (IM), Wirtschaftsinformatik (WI) and Business Information Technology (BIT), Full-time (FT) and part-time (PT)	10 ECTS credits
Student-hours of work	300 hours

According to Curriculum 2013 (Bök/IM), Curriculum 2012 (WI) and Curriculum 2014 (BIT a successfully completed Bachelor Thesis is awarded with the following number of ECTS credits

Curriculum 2012 (WI), 2013 (Bök/IM) and 2014 (BIT)	Credits
Business Administration (Bök) and International Management (IM) Full-time (FT) and part-time (PT)	9 ECTS credits
Student-hours of work	270 hours
Wirtschaftsinformatik (WI) and Business Information Technology (BIT) Full-time (FT) and part-time (PT)	12 ECTS credits
Student-hours of work	360 hours

2.   Participants and their task

2.1. Client

The client can be a private company, a not-for-profit or public organisation, an institution or programme from within the FHNW, or a private individual. The client must submit a genuine, specific problem that needs to be investigated or solved.

The client is responsible for ensuring the flow of information during the assignment. The client must name a contact person and, ideally, a stand-in for that person. The client assigns the task, designates the objectives, supplies the necessary information, monitors the progress made and assesses/grades the results in cooperation with the supervising lecturer. If there is a close relationship between the client and the student (close relative, etc.), the client does not participate in the final assessment/grading. Where necessary or applicable, the client should provide the student with an appropriate workspace on its premises.

2.2. Lecturer

The FHNW provides each student with a supervising lecturer. The supervisor attends the kick-off meeting, the status meeting/interim presentation, and the final presentation. He or she helps the student to remain focused on the assignment. He or she collaborates with the client to assess and grade the thesis and offers suggestions as to how collaboration with the FHNW might continue once the project has ended. Where the supervisor judges a thesis might be of interest to a broader audience, he or she informs the responsible persons for student project (contact details see at the end of this Guidelines) so that the thesis can be communicated more widely.

2.3. Student

The student is required to tackle the Bachelor Thesis largely unassisted. He or she is responsible for coordinating activities with client and supervisor. The student interacts proactively with the client and supervisor when information or help is required.

In particular, the student is responsible for ensuring that deadlines and steps described in the Timetable, Working on the Thesis and Submission sections are complied with. The nature of the task under consideration – or the client itself – will determine the degree of collaboration with the client. The nature of the collaboration and the frequency of contact should be discussed and determined at the kick-off meeting. A balance needs to be struck between autonomous work and the soliciting of input from the client and supervisor.

The thesis shall be conducted in accordance with scientific principles. Within the context of the thesis, such scientific principles include:
- Researching the relevant literature and incorporating the latest facts, best practice, theories and/or models related to the topic
- Accurately referencing sources in full
- Providing traceability for conclusions reached; the solutions proposed shall be based on ascertainable facts and reasoning

Zentrum Schreiben has published several videos (link) about different aspects of preparing a science-based paper. Although these inputs focus on the preparation of a research paper, they can also be used for other science-based projects at the School of Business FHNW, e.g. for the Bachelor Thesis.

3. Timetable

3.1. Locations Brugg and Olten (all study programmes) and BIT, Basel

	Official timetable	Second start date
Programmes	Bök / IM / WI / BIT	
Eligibility	A minimum of 140 ECTS credits	
Selection of topic	Own topic or topic from school's topic pool	
A minimum of 140 ECTS credits achieved (with receipt of provisional credits award)	Friday, 25 February 2022	Friday, 22 July 2022
Release of topic pool to students	Friday, 25 February 2022	Friday, 19 August 2022
Approval of self-acquired topics. Students with own topics can then begin with the Bachelor Thesis.	From Monday, 28 February	Ongoing form Mon., 22. August
Selection of topics from the pool (students with no topic of their own)	Thursday, 3 March 2022 12:00 midday	Wednesday, 24 August 2022 12:00 midday
Allocation of topics and supervisors (Applies to students who have chosen a topic from the topic pool)	Thursday, 17 March 2022	Friday, 2 September 2022
Submission of a self-acquired topic	by the end of March	ongoing
Contact with the client and supervisors and organizing the kick-off meeting	**by the end of March**	
Kick-off meeting	**by Friday, 29 April 2022 at the latest**	**By Monday, 19 Sept. 2022 at the latest**
Submission deadline	**Friday, 12 August 2022, 1:00 pm**	**Friday, 13 January 2023 1:00 pm**
Submission of the public management summary including illustration or video	Friday, 19 August or by arrangement with supervisor/client	Friday, 20 January or by arrangement with supervisor/client
Grade information	by Mon., 5 September 2022	
Diploma celebration	24 September (Brugg) 29 September (Olten) 30 September (BIT, Basel)	End of March 2023
Feedback on the Module Bachelor Thesis and supervision (online survey)	3 October 2022	

3.2. Degree Programme Betriebsökonomie Basel

	Regular timetable
Study degree programmes	Betriebsökonomie full-time and part-time
Module registration	Registration for the module "Bachelor Thesis" in ESP
Selection of topics	Own topic or from FHNW topic pool
A minimum of 140 ECTS credits achieved (with receipt of provisional credits award)	Friday, 25 February 2022
Approval of self-acquired topics. Students with own topics can then begin with the Bachelor Thesis.	From Monday, 28 February
Selection of topics from the pool (students with no topic of their own)	Monday, 28. February 2022
Reservation of desired topics from the topic pool and contact with clients	From Monday, 28 February
Latest submission of the application form to the dean of the degree programme (for own topic incl. project outline)	Monday, 25 April 2022
Latest, binding deadline for the Bachelor Thesis (upload in Moodle)	**Friday, 12 August 2022, 1:00 p.m.**
Submission of the public management summary including illustration or video (Upload on groups.inside)	Friday, 19 August or by arrangement with supervisor/client
Latest date for the final presentation	Friday, 19 August or by arrangement with supervisor/client
Grade information	by Mon., 5 September 2022
Diploma celebration	Friday, 30 September 2022
Feedback on the Module Bachelor Thesis and supervision (online survey)	Monday, 3 October 2022

Extraordinary start/submission date

Students undertaking theses outside the above official timetable are given **16 weeks** (Bök, IM, WI and BIT) to complete their work.

When setting a start date in such exceptional cases, the Dean of Studies or another appointed person shall consult with the student or student team. Submission deadlines set for such exceptions are binding and shall be communicated to the students in writing.

4.   Origin and submission of topics

4.1. Topics acquired by students from an external client

The students can submit a self-acquired topic. The students can proceed in a targeted manner and ultimately work on the topic that interests them the most. Possible clients are former, current, or potential employers. They can also be organizations that a student would like to work for in the context of the thesis. Experience shows that many organizations are open to specific suggestions. However, acquisitions must be targeted, i.e., no mass acquisition mailings etc. can be sent out.

The students can only be the client of their Bachelor Thesis in exceptional cases. Students must disclose any family relationship or similar close relationship to the client when submitting the topic. The persons responsible for student projects decide together with the supervising lecturers whether the client can be part of the assessment, or a second lecturer has to take his/her place.

4.2. Topics provided by the FHNW from companies and organizations

The FHNW maintains close contact with companies and organizations and a good and long-term cooperation with the clients is an important concern of the School of Business. Interested companies and organizations can find all the necessary information of the framework such as submission deadlines, timetable, and costs of the student projects under the link listed under contact information. The School of Business advises interested organizations in the search for and definition of a topic.

The practice partners are regularly invited to provide assignments for the students to work on. The pool of topics is presented to the students for selection.

4.3. Internal topics from the FHNW

Employees of the FHNW can establish contact with clients and/or submit their own topic in consultation with their internal organisation (e.g. degree programme, institute). If an internal topic is chosen by students, the fees are normally charged internally to the corresponding organisational unit.

5.   Allocation of topics and supervisors

5.1. Locations Brugg and Olten (all study programmes) and BIT, Basel

Students wishing to submit their own, self-acquired topics should proceed as follows:

Students are welcome to submit their own topics. The submission form is available under:
https://www.fhnw.ch/plattformen/wirtschaft-studierendenprojekte/en/

1) Sketch out the project concept with the client and describe it in writing on the submission form. => *Topic_submission form student projects.pdf*
2) Discuss the concept with a lecturer of their choice. The lecturer checks the topic for suitability as a subject for a Bachelor Thesis.
3) If the topic is deemed suitable, it must be forwarded by the relevant date (see Timetable section) in **Campus Brugg**: to stephan.burkart@fhnw.ch and in **Campus Olten**: to studierendenprojekte.wirtschaft@fhnw.ch. On the form, a lecturer of choice can be named.
4) If the topic is submitted before the 140 ECTS are reached, the students will get a confirmation that the topic has been received. The responsible person for the topics will approve the submitted topic after the 140 ECTS has been reached (see "Timetable").

Procedure when choosing a topic from the HSW topic pool
The individual steps and relevant dates are described in the Timetable section:

1) Students who have not submitted topics of their own are required to choose one from the pool of topics supplied by the school (→ Release of topic pool in Timetable section).
2) Students should indicate five different preferred topics in order of preference. (→ Selection of topics from the pool).
3) Topic allocation: In the Bök and IM degree programmes, topics are normally first assigned to teams of two. The allocation of the topic pool topics is supported by a software that calculates the optimal allocation: The supervising lecturers will be allocated. Subsequently, the students will be informed about the topic and supervisor allocation (→ Allocation of topics and supervisors).

5.2. Degree Programme Betriebsökonomie Basel

Procedure for self-acquired topics
Students working on a topic they have acquired themselves must independently look for a supervisor and conduct a preliminary discussion of the content of the topic. Since the lecturers can only supervise a maximum of six Bachelor Theses at the same time, it is advisable to find a suitable supervisor for the chosen topic as soon as possible. Afterwards, a detailed project outline and the application form signed by all participants must be submitted to the persons responsible for student projects.

Procedure for topics from the topic pool
Students that would like to work on a topic from the topic pool can reserve a maximum of two topics at the same time (per student or per team of two). Once a reservation has been made, students contact the client and apply for the topic. If several students are interested in the same topic, the client selects who can work on the topic. It is up to the client to decide which procedure to use.

Once the client has allocated the topic, the students look for a supervisor. For some topics, lecturers are already allocated. In this case, the Bachelor Thesis will be supervised by them. As soon as the client, the topic and the supervisor have been determined, the person responsible for student projects is informed by e-mail so that the topic can be marked as "allocated" in the topic pool. Up until the submission of the application form, the title of the Bachelor Thesis can still be changed if necessary and the required signatures for the application must be obtained.

Application form for Bachelor Thesis
The application form, signed by the client and the supervisor, is submitted directly in electronic or physical form to the persons responsible for student projects by the deadline stated in the timetable at the latest. Students are responsible for the complete and punctual submission of the application forms. Applications are processed on an ongoing basis. After final approval, the topic will be confirmed in writing to the students and the client.

6. Working on the thesis

6.1. Preparatory work, Kick-off Meeting and Proposal

Preparatory work

Once the topic and supervisor have been allocated, the student is responsible for arranging and organising his or her kick-off meeting. The meeting will usually take place on the premises of the client. The student can, at this point, start work on assembling and reading the relevant literature, undertake research into companies, markets and competitors prepare an outline, formulate questions in readiness for the kick-off meeting, and so forth.

Kick-off meeting

The formal process starts with a kick-off meeting attended by all the parties involved (student, client, supervisor).

The meeting has the following aims:
- The participants become acquainted
- Agreement on the starting point and task; the client explains the situation in full and issues any necessary documentation
- Identification of the core objectives and results
- Agreement on the form of collaboration with the client (intensity, on-site presence, flow of information, in case of surveys: rights of the interviewees, handling of confidential information, etc.)
- Establishment of the data required for the status meeting/mid-term presentation and final presentation
- Expenses guidelines
- Declaration of any lengthy absences and definition of process/next steps

The minutes recording the kick-off meeting are submitted to the supervisor and client for their approval within one week.

Scheduling/proposed course of action (hereinafter proposal)

As a rule, the student should submit his or her proposal to the supervisor within two to four weeks of the kick-off meeting. The proposal should incorporate the following elements:
1) Starting point, current situation, task
2) Objective
3) Initial results of literature research; relevant facts/best practice/theories and/or models
4) Procedure/chosen method during the analysis phase
5) Procedure/chosen method during the planning phase
6) The outcomes expected
7) Key Milestones

At this point, the supervisor and client are required to approve the student's proposal.

Supervision by the member of staff

Following a discussion of the proposal and its approval, the student should be able to work on the assignment largely autonomously. It is up to the student to ensure that he or she receives a sufficient level of supervision.

Use of the FHNW's name

When communicating with the outside world, the student must declare that he or she is working on a student project. Use may be made of the special "Studierendenprojekt" or "Student Project" logo designated for that purpose. The student must obtain the consent of the supervisor and client prior to conducting surveys or issuing important public-facing information. (see also section "Surveys" below)

6.2. Surveys

In the case of surveys, the rights of the interviewees have to be respected, i.e. they have to be informed about the objectives and purpose of the survey. Therefore, the survey should be sent with a meaningful explanatory text. The cover letter should contain the following elements:

- Personal form of address of the recipient
- Information about the project and the students
- Information on the client (see also under: "Surveys outside FHNW")
- Information about why the person was selected or where the contact details for the person came from
- Timeframe of the survey and expected time for answering the questions
- Information on the anonymity or non-anonymity of the survey
- Signature:
  - full name of the students
  - Information on semester, study degree programme, school, and location
  - Contact data incl. contact email
  - Contact details of the supervising lecturer

The survey software Questback/Unipark can be used via https://survey.fhnw.ch.

Example:

Dear Mr Eser

How do you experience Basel's city centre? Help us and get involved for your region with just a few clicks!

As part of my Bachelor Thesis in Business Administration (International Management), I am investigating the attractiveness of Basel's city centre. On behalf of the Basel-Stadt trade association, I am using an online survey to gather the opinions, needs and suggestions for improvement of Basel's citizens. Since you are registered with the trade association as a recipient of the newsletter and live in Basel, I invite you to take part in the survey: www.meineumfrage.ch/GewerbeverbandBS.

The survey is active until and including 10 May 2022 and the response time is about 8 minutes. The data will be collected anonymously and treated strictly confidentially.

Thank you very much in advance for your time and efforts in answering the questions. Should you have any questions, please feel free to contact me at any time.

Kind regards
Mia Spasic

Student in the 6th semester of the Bachelor's degree programme in Business Administration (International Management)
University of Applied Sciences FHNW in Olten
Contact: mia.spasic@students.fhnw.ch

Contact supervising lecturer:
Prof. Dr. Giovanna Caroli
giovanna.caroli@fhnw.ch

Surveys outside FHNW

The client can only claim the results of the survey for itself if the client and the purpose of the survey are mentioned. Text example: "The survey takes place within the framework of a student project on behalf of the .... AG. The ... AG wants to understand the customer needs better. "

The client loses the right to use the results solely if he, she does not wish to be named. The survey participants are also entitled to the results. Text example: "The survey takes place within a student project. If desired, the results of the survey will be made available to you. Please contact hans.muster@students.fhnw.ch "

The disclosure of the client is the normal case.

Surveys within the FHNW

Surveys to FHNW students must be sent ready to dispatch to Corinne Köpfli (corinne.koepfli@fhnw.ch) with an indication to which student groups the survey should be sent to. The surveys are then sent via the central address umfragen.wirtschaft@fhnw.ch

In addition, it must be confirmed that the supervising lecturer has reviewed and released the survey for publication. The supervising lecturer is to be integrated into the mail CC.

It is not possible to have surveys sent to FHNW employees as part of student projects.

6.3. Status meeting/interim presentation

A status meeting or interim presentation should be scheduled to take place approximately halfway through the thesis process. Those present should include the client, the students, and the supervisor. The agenda will normally include the following items:

- The status of the assignment; what has been achieved to date
- Any issues presenting a challenge
- Forecast; next steps
- Feedback from the client and supervisor on progress made

6.4. Unforeseen situations

If, during the assignment, a situation unforeseen by student, client or supervisor emerges to seriously compromise the progress or timely completion of the thesis, the Dean of Studies may, in consultation with the student project supervisors, grant an extension or present the student with an alternative topic.

6.5. Scope of the Thesis

The Bachelor Thesis should be intelligible to a well-informed reader and capable of being understood in all substantive aspects without need for further commentary.

There is no direct relationship between the quality of the work and the scope of the thesis. The challenge lies in directing sufficient attention to the core of the assignment, while mentioning in the appendix what is less important and avoiding duplications. The thesis should be between 50 and 80 pages in length, excluding the appendix.

The formal and linguistic aspects of the thesis should adhere to the guidelines contained in the documents listed in the Supplements section.

When submitting the thesis, the student shall declare in a Statement of Authenticity that the work is his or her own, that use was made only of the sources, aids and offers of help that are referenced, and that quotations are also referenced in full. At the same time, students must confirm that all documents submitted both electronically and physically are identical.

6.6. Final presentation

The final presentation for the benefit of the client shall take place in the presence of the supervisor within one week after the submission date. The final presentation can also take place later on agreement with the supervising lecturer and the client, if the assessment of the thesis is guaranteed up to the assessment deadline. Alternatively, it can take place prior to submission. To enable the client to study the results, the student shall present the latter with the agreed number of copies of the thesis, usually at the time of the final presentation or shortly prior to it. The final presentation will be assessed and graded alongside the thesis.

6.7. Public Management Summary

Main contents of the public management summary:
- Student's first and last names
- Title and subtitle. Furthermore, a lead (introduction) to the topic; this is designed to spark interest and encourage the reader to read on, though without revealing all the results (max. 300 characters including spaces)
- Brief description of the assignment divided into starting point (max. 600 characters), procedure (max. 600 characters) and results (max. 1'200 characters). Spaces are included in the mentioned number of characters.
- One image, picture, painting, chart or schema with relation to the Bachelor Thesis in a good quality. Instead of an image, you can also make a video clip about your Thesis and post the video on Moodle. Length: approximatively 1:30 min. The video clip or image should arouse curiosity and inspire to read the summary. The size of the image is small in the Institutional Repository FHNW. Therefore, detailed images are not appropriate. Examples of videos and images, all about the creation of a video script and the video-outro can be found under: https://www.fhnw.ch/plattformen/wirtschaft-studierendenprojekte/en/. Students wishing to use copyrighted material, such as pictures, images, etc. must obtain reproduction rights from an author in order to use this material in the thesis. It is not sufficient to simply cite this material. Citation of material without reproduction rights will result in copyright infringement.
- Name of the client. If the latter wishes to remain anonymous, the comment 'confidential' is to be inserted
- Supervisor's details

In the course of the submission process via groups.inside.fhnw.ch, the summary is checked and approved by the lecturer as well as by the assignment provider. The link to groups.inside is activated on Moodle. The recorded data such as titles etc. are used for the performance record. **Even if the thesis is confidential, a public management summary is required.** It is the task of the students to discuss with the client whether his, her name and the concrete results may be mentioned in the public management summary. Otherwise, the description has to be sufficiently generalized ("a well-known financial institution" instead of "UBS"). The work itself, of course, remains confidential.

The public management summaries are published for reference purposes. The publication also helps later generations of students. Potential contracting parties may be inspired by what they read and will submit an own assignation for a student project.

7. Submission process

The submission of the final documents takes place in two steps. First, the thesis has to be submitted electronically to Moodle and handed over to the involved parties. Then the submission process for the public management summary has to be started.

7.1. By the official submission date

A course titled "Student projects" will be opened in Moodle. The student will be informed in advance when it goes live. The upload of the Bachelor Thesis as a PDF and its appendix, plus any specially developed tools (XLS…) must be completed by the student by the official submission date (see Timetable section). If the thesis was a teamwork of two students, the thesis has to be uploaded just once per team. Moodle logs the upload time and date automatically. The upload is final and can take place only once.

The handing over of the thesis to the client and the supervising lecturer shall be completed within one week of the official submission date. It can be agreed with the involved parties if the thesis should be handed over electronically or as a hard copy. The students confirm on Moodle that the uploaded work is identical to the one received by client and supervisor.

No hard copies have to be handed in to archives or libraries. If the criteria for publication of a Bachelor Thesis in swisscovery are met, the School of Business produces the necessary hard copy.

7.2. Within one week of the submission date or by arrangement

The submission of the public management summary has to be completed within one week of the official submission date. In the course of the submission process via groups.inside.fhnw.ch the summary is checked and approved by the lecturer as well as the client. The link to groups.inside will be published on Moodle. After agreement with the supervising lecturer and the client, the summary can also be uploaded later, if the assessment is guaranteed until the grade submission date.

7.3. Consequences of late submissions

Punctual upload of the thesis to Moodle is a reflection of the quality of the work and form part of the Bachelor Thesis requirements. Late uploads onto Moodle carry the following consequences:

- Up to 24 hours after the official submission time: Grade 4.0 (or less if the contents are deemed unsatisfactory)
- More than 24 hours after the official submission time: Grade 1.0 (grade F)

The involved lecturers and the Dean of Studies will be informed immediately of a late submission.

8. Grading of the Bachelor Thesis

8.1. Assessment and grading

The supervisor together with the client undertakes an assessment of the thesis in accordance with an assessment framework. The assessment should be a consensual process. Where the client and supervisor fail to agree on an assessment, the supervisor shall have the final decision.

Ideally, the supervisor should discuss the assessment verbally with the student. If it is decided that no such discussion should take place, the supervisor forwards the grade to the student, together with the written assessment of the thesis by the official deadline for awarding the grades.

Excel-document "Assessment framework"

This document forms the binding basis for the academic performance record (certificate). It must be signed by the supervisor and the client. Instead of affixing the handwritten signature of the client, the supervisor can make a note in the field reserved for the client's signature to the effect that the assessment meeting has taken place, e.g. by declaring: "Assessment discussed verbally on…".

The framework contains criteria that are aligned with the objectives of the course. The framework should allow a balanced and objective assessment of the thesis. Any criteria in the framework that have no relevance to the thesis in hand do not need to be graded. The overall grade is calculated automatically and displayed to the nearest tenth of a grade. The framework consists of the following elements

- ☐ Written work: 90% weighting
    - ☐ Part 1: Documentation & formal criteria 14 %
    - ☐ Part 2: Research (conceptual/theoretical) framework 16 %
    - ☐ Part 3: Procedure & analysis 16 %
    - ☐ Part 4: Interpretation & reflection 16 %
    - ☐ Part 5: Achievement of objectives & critical appraisal 18 %
    - ☐ Part 6: Solution and recommendation 20 %
- ☐ Presentation: 10% weighting
    - ☐ Part 1: Delivery 40 %
    - ☐ Part 2: Content 60%

The field "Additional feedback" in the table "total score" requires the supervisor to enter an overall appraisal. The sheet "total score" has to be handed over to the student(s). It is up to the supervisor whether to use the assessment framework when conducting the feedback discussion with the student

8.2. Grading and repeats

Bachelor theses are graded in steps of one tenth, which are rounded to the nearest half-mark for the final module grading.

If the Bachelor Thesis is assessed with grade FX, it can be improved or repeated once with a new assignment (see also § 21 para.13 et seq in the Study and Examination Regulations). If the option improvement is chosen, the maximum grade that can be awarded is 4.0. If the thesis receives the grade F, the student can opt to repeat the thesis module once with a new topic.

8.3. Plagiarism

The Bachelor Thesis is accompanied by a declaration to the effect that the thesis is the student's own work and that no sources were used other than those referenced.

A distinction is made between lack of discipline in citation and plagiarism:

- Not complying with the citation standards is primarily a lack of discipline. It will lead to a discount in the mark or to the assessment FX.

- Plagiarism is when sources are hidden with the intent to receive a higher mark or to reduce the workload. It will lead to the mark 1.0.

In a case of suspicion plagiarism detection software is available. The University of Applied Sciences and Arts Northwestern Switzerland has published the document "Guidelines for the use of plagiarism software". The publication covers further information about the different forms of plagiarism, the meaningful use of the plagiarism detection software and other aspects of plagiarism.

8.4. Appeals procedure

The appeals procedure is set out in the Study and Examination Regulations relating to the Bachelor of Science at the School of Business.

8.5. Prizes for excellent theses

Various organizations award prizes for excellent student projects. An up-to-date overview can be found under: https://www.fhnw.ch/en/degree-programmes/business/sponsorship-award. It is worth reading the requirements of the individual prizes at the beginning of the processing time. Thus, it may be possible to work towards this. Participation in a competition is welcomed.

9. Costs, expenses, reimbursements

Costs per Bachelor Thesis: CHF 900.- (excl. VAT) plus possible expenses of the student. This fee does not apply in the case of a bachelor thesis undertaken on behalf of a client that employs the student on a part-time, minimum 50% basis. The flat-rate fee for processing a topic will be charged to the client by the FHNW School of Business following completion of the project in question.

Expenses (e.g. printing costs, travel costs, postage/shipping, survey telephone charges) incurred in connection with the thesis shall be borne by the client. The student must agree at the outset of the thesis on the expenses with the client and furnish the client with evidence of such expenses. The client shall reimburse the student directly.

10. Contact information and binding supplements

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Information for clients
are available under: www.fhnw.ch/business/student-projects

Information for students and lecturer as:
* Guide to the formal presentation of scientific papers in German and English
* Topic submission form
* Student project brochure
* Assessment framework for student assignments
* Study and Examination Regulations relating to the Bachelor of Science at the School of Business

and further documents and information are available under:
https://www.fhnw.ch/plattformen/wirtschaft-studierendenprojekte/en/

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