

Read this first...

- You can only participate in this course (23170), if you are in the English-speaking Master's Programme in Marketing (or Marketing track of the Business & Management MSc programme). If you are in the integrated BSc+MSc programme, or Swedish MSc programme, you have to take 23160 Seminarium instead – even if you plan to write your Master's Thesis in English.
- To access the course's Moodle page, please use this course enrolment key: **23170spr**
- This course is recommended to be taken during the second year of Master studies (autumn or spring).
- It is mandatory to attend the introduction session of the course, face-to-face/live (Monday **January 20th 2025, 10:15-11:45 am** -- room g226f Apollo on the second floor of "Arkadia building", Arkadiankatu 28. Please arrive by 10:10 at the entrance in the street)
- You need to have a preliminary research topic to participate on the course. To inform us about your topic and other details, **you must return a sign-up form/questionnaire on the seminar's Moodle page by Sunday January 12th, 2025.**
- You are accepted take the course only if (i) you have completed the pre-requirements of the course (see PRE-REQUIREMENTS below), (ii) you have indicated a viable preliminary research topic on the sign-up form (by **January 12th**), and (iii) you commit to do your best to complete your thesis research and writing during the Spring term of 2025.
- Please plan your time wisely and take into consideration that this is a comprehensive and demanding course. You will not have time to participate in other courses during this Research Seminar (with the exception of Multivariate Data Analysis or Qualitative Research Methods, if you haven't yet completed that course).
- You get support to writing your Thesis from your supervisor mostly during this course only, i.e., until the end of May, 2025. After that, your supervisor will still provide feedback to you, but not with similar availability as during the course.
- If you fail the course during Spring semester of 2025, you must completely retake that course, and re-do all assignments later in 2025-26 (I.e., you will have to redo even those assignments that you may have passed in Spring 2025).

Course description

Spring 2023	23170 Research Seminar 5 ECTS
LEARNING GOAL	<p>Master of science learning goal: <i>You have the skills to independently plan, complete, present, and evaluate scientific research projects.</i></p> <p>Translated into course goal: <i>You have the knowledge and skills to independently construct, complete, and present a research project that results in an academic thesis in your major subject.</i></p> <p>In this course, you <u>initialise and finalise</u> the Master thesis (or nearly finalise it).</p>
LEARNING OBJECTIVE	<p>After the course you can:</p> <ul style="list-style-type: none"> • identify and formulate a suitable research problem and purpose • identify, assess and present relevant literature/research within the chosen field of research • argue for the chosen scientific approach, research method and data • orally and in writing conduct a scientific argumentation • analyse, discuss and provide constructive feedback on others' research plans and ongoing research projects

PRE-REQUIREMENTS	<p>Prior to taking the course,</p> <ol style="list-style-type: none"> you need to have completed the Research Skills course (code 23122) you need to have completed the research methods courses (10 credits). you need to have completed a minimum of 20 credits in marketing at the MSc level (on top of Research Skills and methods courses). <p>It is possible to conduct one of the method courses -- (b) Multivariate data analysis <i>or</i> Qualitative research methods -- at the same time as taking the Research seminar course. However, it is not possible to participate in the Research seminar, if you have conducted neither Multivariate data analysis nor Qualitative research methods beforehand. It is not possible to participate in the course, either, if you haven't conducted Research Skills course beforehand.</p>
NEXT COURSE	<p>The course is given twice a year, <u>Autumn and Spring</u>. The courses cannot be combined, each course forms its own entity.</p>
SUPPORTING COURSES	<p>Academic writing skills can be developed by taking the online Academic writing courses 5160, or 51003 & 51004, or 5565-E Vetenskaplig kommunikation för ekonomer, or equivalent.</p>
GRADING	<p>Research seminar courses at Hanken are graded 40% seminar text, presentation, and progress, and 60% peer assignments. All assignments must be completed on time (lateness leads to reduced grade).</p> <p>All assignments on this course will be evaluated on a scale 0 (fail) vs. 1–5. In principle, you may fail a single assignment and still pass the course. However, in practice, failing a Research Plan or Seminar Paper 1, for instance, will make it very difficult for you to pass Seminar Paper 2 – because the latter is based, to a high degree, on the former.</p> <p>Your final grade (1-5) will be calculated as a weighted average of the grades (1–5) you obtain from the assignments. In this calculation, the following weights will be applied:</p> <ol style="list-style-type: none"> Seminar text, presentation, and progress: 40%, of which <ol style="list-style-type: none"> Research plan: 10% Seminar 1 paper: 10% Seminar 2 paper: 20% Peer assignments: 60%, of which <ol style="list-style-type: none"> Serving as “opponent” to another student’s Seminar 1 paper: 20% Contributing to peer group feedback/report for Seminar 1: 10% Serving as “opponent” to another student’s Seminar 2 paper: 20% Contributing to peer group feedback/report for Seminar 2: 10%
WORKLOAD	<p>134 hours divided into scheduled (contact) hours (including supervisory meetings) of approx. 20h, Non-scheduled work approx. 114h.</p> <p>Example of workload calculation:</p> <ul style="list-style-type: none"> Seminar attendance and supervisory scheduled appointments max 20h. Individual work of 114h, approximately:

	<ol style="list-style-type: none"> 1. Being present, reading and providing feedback on two Seminar 1 and seminar 2 reports, 40h. 2. Being opponent at Seminar 1 and Seminar 2, including reading, analysing, seeking information, making high-quality presentation, 20h. 3. Preparing own presentations at Seminar 1 & Seminar 2, 5h.
LITERATURE	Booth, W. C., Colomb, G. G. & Williams, J. M. (1995). The craft of research. Chicago: The University of Chicago Press. Saunders, M. & Lewis, P. & Thornhill, A. (2009). Research methods for business students. 5th ed. London: Prentice Hall.
EXAMINER	C. Grönroos Professor Jaakko Aspara.

Course schedule

Research Seminar 23170	DEAD-LINES	Additional information
Enrol in Moodle & Upload sign-up form	12.1.2025	The sign-up form includes, e.g., a preliminary description of your topic (research problem, aim etc.), as well as potential wishes for supervisor (not necessarily realized).
Attend the Introduction session	20.1., 10:15-11:45	Introduction to the course face-to-face. Mandatory attendance (no Teams streaming, no recoding): Room g226f on the second floor of "Arkadia building", Arkadiankatu 28. Please arrive by 10:10 at the entrance in the street (Jaakko Aspara will pick you up from there)
Obtain information about and contact your supervisor	By 22.1.	Right after receiving information about your supervisor (from Jaakko Aspara), contact her/him to set a date for the discussion of the research plan.
Meet the supervisor	22.1.- 31.1.	Meet the supervisor (face-to-face or Teams, according to their availability) to discuss your preliminary research plan
Submit your research plan in Moodle	9.2.	Upload your research plan in Moodle (see further instructions for the content in Moodle). Send it also by email to your supervisor.
Meet the supervisor again (1-2 times)	10.2.-28.2.	Meet the supervisor again to discuss the submitted research plan and the work-in-progress paper for Seminar 1.
Obtain information about your peer review group + your opponence	by 16.2.	Right after receiving information about your peer review group as well as the person you will serve as opponent for (in the seminar), contact them to agree on timetables.
Submit your Seminar 1 paper	2.3.	Upload your Seminar 1 paper in Moodle (see further instructions for the content in Moodle). Send it also by email to your supervisor as well as your opponent and your peer review group members. After the submission, start preparing your own seminar presentation.

Work on the peer reviews of Seminar 1 + your opponence	3.3.-7.3. INTENSIVE	Read the papers and write -- <i>together with the peer review group</i> -- one joint feedback report on the Seminar 1 papers of all your group members. (You must review and contribute to writing the report text for all other group members than yourself.) The group uploads in Moodle one report document. Have one of the group members submit the document in Moodle latest on 9.3.
Present your Seminar 1 paper, present your opponence, and attend the seminar sessions for your peers	10.3.-14.3 Probably full days 10.3.-12.3	The detailed schedule will be published by 16.2. (Until that, reserve all the full days of the week in your calendar: 10-14.3). Attend <ul style="list-style-type: none"> the seminar session where you present your own Seminar 1 paper, the seminar session where the person you are the opponent for presents their paper, and those seminar sessions where the others in your peer group present their papers <p>This means 4-5 seminar sessions to attend (1.5 hours each). The seminar sessions will be held face-to-face/live only (no Teams attendance or streaming.) See further instructions for the Seminar 1 in Moodle.</p>
Meet the supervisor again (1-3 times)	17.3-2.5	Meet the supervisor again to discuss her/his feedback on your Seminar 1 paper, to agree on next steps (conducting your empirical research), and to work towards the paper for Seminar 2.
Submit your Seminar 2 paper	4.5.	Upload your Seminar 2 paper in Moodle (see further instructions for the content in Moodle). Send it also by email to your supervisor as well as your opponent. After the submission, start preparing your own seminar presentation.
Work on the peer reviews of Seminar 2 + your opponence	5.5.-9.5. INTENSIVE	Same guidelines as above for Seminar 1. Your peer review group remains the same as in Seminar 1, as will (in most cases) the person you will serve as the opponent for.
Present your Seminar 2 paper, present your opponence, and attend the seminar sessions for our peers	12.5.-16.5 Probably full days 12-14.5	Same guidelines as above for Seminar 1. The detailed schedule will be published by 12.4 (Until that, reserve all the full days of the week in your calendar: 12-16.5)
Meet the supervisor again , and/or receive her/his written comments (1-2 times)	Rest of May	Meet the supervisor again to discuss her/his feedback on your Seminar 2 paper, to agree on next steps (finalizing your empirical research), and to work towards completing your Thesis. According to the preference of your supervisor, you may also receive written comments to a draft of your Thesis.
Finalize your research and Thesis	ASAP	After Seminar 2, finalise your research and Thesis. (If you want to graduate during the academic year 2024-25 , then the latest thesis hand-in deadline is already 31.7.2025; see https://www.hanken.fi/en/students/study-practicalities/completion-studies-and-graduation/timetable-graduation).