

## Project C: Project with product

Title	Project C: Project with product
Semester	E2022
Master programme in	Virksomhedsstudier / Virksomhedsledelse / Business Administration and Leadership
Type of activity	Project
Teaching language	English
Study regulation	

### REGISTRATION AND STUDY ADMINISTRATIVE

Registration	<p>Sign up for study activities at <a href="#">STADS Online Student Service</a> within the announced registration period, as you can see on the <a href="#">Study administration homepage</a>. Registration for project-exam: Please remember to confirm your registration by signing up for exam as a group when the group formation is final. The registration is through <a href="#">STADS Online Student Service</a>. When signing up for study activities, please be aware of potential conflicts between study activities or exam dates.</p> <p>The planning of activities at Roskilde University is based on the recommended study programs which do not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programs, an overlap of lectures or exam dates may occur depending on which courses you choose.</p>
Number of participants	
ECTS	15
Responsible for the activity	Margit Neisig ( <a href="mailto:neisig@ruc.dk">neisig@ruc.dk</a> )
Head of study	Margit Neisig ( <a href="mailto:neisig@ruc.dk">neisig@ruc.dk</a> )
Teachers	
Study administration	ISE Studyadministration ( <a href="mailto:ise-studyadministration@ruc.dk">ise-studyadministration@ruc.dk</a> )
Exam code(s)	U60029GB

### ACADEMIC CONTENT

Overall objective	Overall objective Students write a project report based on a self-selected topic and research question. Students search and select the relevant academic literature and generate the empirical data needed to answer
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Detailed  
description of  
content

the research question. The project must address a topic that falls within one or more of the themes covered in the programme, and must produce clear, management-relevant knowledge. The project must provide students with in-depth insight into a defined topic, and result in reflective considerations on the relevant theory area, the project's scientific-theoretical stance, methodological and analytical approach, and implications for management. The report should include a business plan, prototype, project plan, involvement plan, communication plan, and dissemination of the results to the public, or a similar product aimed at one or more of the project's relevant stakeholders or the public. The project is supported by a group formation process, cluster seminars and guidance sessions.

The project focuses on the following activities: · Choose, justify and reflect upon an issue of relevance to the study programme · Considerations of the relevant problem and theory area, together with the project's scientific-theoretical stance, its methodological, theoretical and analytical approach, and implications for management. · Develop and reflect upon problem-oriented analyses of business issues and translate the acquired knowledge into action-relevant conclusions. · Prepare empirical materials · Engage in problem-based project work on issues relating to the study programme in Business Administration and Leadership · Produce management-relevant knowledge/analysis, and translate the acquired knowledge into action-relevant conclusions · Reflect on the progression and course of the project work · Develop individual study portfolios on the basis of discussions in the group

Specifically for this project, a product must be developed that translates the project results into formats that are of practical relevance to stakeholders or the public. The product could take the form of an action plan for implementing organisational development, management development or employee skills enhancement, a business plan, a prototype, a project, a communication or involvement plan or the like. The point is that, on the basis of the project work, you perform further work on the project result and transform it into a product which corresponds to something that could be used in a company.

### **Guidance on the use of quantitative methods in projects and theses**

If you and your group find quantitative analyses relevant to answer your research question, and your supervisor cannot help, here is an offer of assistance. We offer a workshop where a group of researchers will talk about how to use quantitative data in projects and theses. We will present an overview of publicly available data sets, as well as the your possibilities, if you wish to collect your own data. We expect you to have taken a course in basic quantitative methods (BC 8 or equivalent).

### **The workshop is held on September 28, 12:15-02:00 pm, in theory room 25.3-005**

After the workshop you/your group will have the opportunity to book an appointment with a skilled student, who will help with downloading and preparing data for analysis and interpretation. If you need extra guidance on any particular issue, you will be referred to a relevant researcher. Contact Ditte Stage Kroman (dstagek@ruc.dk) to schedule an appointment.

Course  
material and  
Reading list

Students develop their own relevant theoretical frameworks

Overall plan  
and expected  
work effort

Through the application of scientific theories, methods and interdisciplinary skills, students contribute independent, critical analyses of relevant issues based on knowledge acquired during the Master's programme in Business Administration and Leadership. Students work with the company's problem in a 15 ECTS project corresponding to approximately 405 hours per student, and contribute on this basis solid analyses and relevant perspectives on an issue that concerns the company.

The approximately 405 hours for each student are distributed as follows:

Workshop with an introduction to the empirical issues and project/group formation: 14 hours, independent work in the project group with development of analyses: approx. 210 hours, supervision and preparation for supervision: approx. 15 hours, preparation for examination and examination: approx. 30 hours

**Project and group formation** The students participate in a process of project and group formation with the overall aim of forming project groups on the basis of convergence of academic interests. During project and group formation, students may encounter the following teaching methods: • Workshop introducing the work on issues relating to the study programme in Business Administration and Leadership in a problem-oriented perspective • Prepare individual study portfolios for discussion in the group • Group formation on the basis of issues relating to the study programme in Business Administration and Leadership • Field work – thematisation of relevant issues • Clarify the problem and the need for empirical access/materials, and methods to obtain these Group project work Once the students have formed groups, they work in project groups in which they collaborate on the project report. Students collaborate on the following: Literature searching, discussions of read literature, empirical materials collection, analysis, co-writing, feedback to project members and preparation of supervisor meetings. Supervision Students are assigned a project supervisor and must participate in supervisor meetings. Supervisor meetings are an opportunity to obtain feedback on the elements and process of the project work, as well as academic feedback on the content and methodology. Students must be able to lead supervisor meetings by sending materials for preparation and an agenda, so that the group's aim with the supervisor meeting can be achieved.

**Cluster seminar 1: Problem statement seminar**

- Your group prepares about 1½ pages clarifying the field of the problem you are researching, and providing a clear problem statement
- You are also expected to search for scientific literature in relation to your problem statement and prepare a preliminary reference list
- You should also outline your preliminary ideas on how to investigate your problem statement
- The cluster supervisor will draw up a peer feedback plan to help focus your project
- You will also be expected to provide peer feedback to other project groups

**Cluster seminar 2: Internal evaluation** • This is held just before the intensive final project phase. • Here it is expected that you have done most of the work, and just need to write the final report. You are therefore able to write an extended abstract in which you outline: o The problem field o The problem statement o Method o Your empirical data o Your theory o Analysis/discussion o Expected conclusion • Size: approx. 5-6

pages • Once again, you will give and receive peer feedback, which will sharpen your final work.

Format

Evaluation  
and feedback

The activity are evaluated regularly regarding the study board evaluation procedure. The activity responsible will be orientated about a potential evaluation of the activity at semesterstart. Se link to the study board evaluation praxis here <https://intra.ruc.dk/nc/for-ansatte/organisering/raad-naevn-og-udvalg/oversigt-over-studienaevn/studienaevn-for-erhvervsoekonomi-og-virksomhedsstudier/arbejdet-med-kvalitet-i-uddannelserne/>

Programme

Group/project formation, workshop and field work Project work and report writing Project guidance Cluster supervision Creation of product Preparation of study portfolio Examination

## ASSESSMENT

Overall  
learning  
outcomes

- The project equips students with knowledge about the concrete development, organisation and management of companies in relation to the chosen topic and the specified issue. Students learn to combine theoretical and practical studies of company issues and understand the conditions for a company's actions
- Students acquire skills in carrying out and documenting problem-oriented analyses of business issues and translating the acquired knowledge into action-relevant conclusions
- Students furthermore learn to document, present and translate results into product formats that are of practical relevance to relevant stakeholders or the public.

Form of  
examination

Oral project exam in groups with individual assessment.

Permitted group size: 2-6 students.

The character limits of the project report are:

For 2 students: 69,600-122,400 characters, including spaces.

For 3 students: 69,600-122,400 characters, including spaces.

For 4 students: 69,600-122,400 characters, including spaces.

For 5 students: 69,600-163,200 characters, including spaces.

For 6 students: 69,600-204,000 characters, including spaces.

The character limits include the cover, table of contents, summary, bibliography, figures and other illustrations, but exclude any appendices.

The project report must include a summary in English, that is part of the assessment and a group based study portfolio.

Time allowed for exam including time used for assessment is for:

2 students: 60 minutes.

3 students: 75 minutes.

4 students: 90 minutes.

5 students: 105 minutes.

6 students: 120 minutes.

Writing and spelling skills in the project report are part of the assessment.

Permitted support and preparation materials at the oral exam: All

	Assessment: 7-point grading scale. Moderation: Internal co-assessor.
Form of Re-examination	Samme som ordinær eksamen / same form as ordinary exam
Type of examination in special cases	
Examination and assessment criteria	<p>The student can: • Demonstrate insight into the field • Choose, justify and reflect upon a self-selected management problem, methodological and theoretical approach, relevant literature and the scientific theoretical background • Prepare and justify a choice of empirical material. • Analyse and argue for the implications of the project for management</p> <p>The following are also included: · Abstract in Danish or English · Writing and spelling skills</p> <p>Individual study portfolio Individual study portfolio. At the end of the third semester, the student submits reflections on how the programme has influenced the student so far, and how the three semesters have played a role in the student's understanding of the field of business administration. These may include particular methodological and analytical skills that the student has acquired, theory that has played a special role, or interests that will be of significance for the future thesis.</p> <p>Oral presentation The same criteria as for the project, plus:</p> <p>The student can: · Present and communicate · Engage in dialogue and discussion on the basis of the written project report</p> <p>An overall assessment is given.</p>
Exam code(s)	Exam code(s) : U60029GB

Course days:

Hold: Cluster w. Ada Scupola

## Project C: Project with productt - Cluster w. Ada Scupola

time 27-10-2022 12:15 til  
27-10-2022 16:00

location 04.2-037 - undervisningsrum (20)

Teacher Ada Scupola ( ada@ruc.dk )

## Project C: Project with produkt - Cluster w. Ada Scupola

time 01-12-2022 12:15 til  
01-12-2022 16:00

location 04.2-037 - undervisningsrum (20)

Teacher Ada Scupola ( ada@ruc.dk )