GUIDELINES FOR BACHELOR PROJECT

EXAMINATION CONDITION:

The project may be written individually or by a group of up to 2 students. For individual bachelor projects, the number of pages allowed in the submitted report is 40 pages excluding appendices, abstract and table of contents. For 2 students the number of pages is increased by 10.

IMPORTANT DATES:

Enrollment in the course via student self-service: 20th – 30th November

Supervision agreement: to be signed no later than 30th January (will be available online during the month of January)

Exam: 1 May submission, oral presentations: dates will appear from the examination plan

Re exam: Dates will appear from the examinations plan

Coordinator for allocating supervisors: Erika Kuever

OBJECTIVE (FROM COURSE DESCRIPTION)

The student has fulfilled the learning goals of the course when he or she can:
- Demonstrate ability to identify and fulfill own learning objective through acquiring up-to-date knowledge about theorie and practice that are relevant, and creating knowledge within the subject area of the problem.
- Demonstrate skill in finding relevant literature and theories
- Demonstrate skill in positioning him/ herself according to a scientific paradigm & theory.
- Demonstrate competence in reflecting on one's own positioning in the field and in solving ethical challenges.

In the case of a field work based project:
- Demonstrate skills in planning, designing and carrying out fieldwork
- Demonstrate competences in discussing criteria of validity and evaluating own methodological designs.
- Provide and analyse empirical data by means of appropriate usage of relevant theoretical concepts.

More specifically, and for all projects, this means that the student should be able to:
- Select, argue for and structure a precise and relevant problem within market and management anthropology.
- Search for, read, and to a suitable extent account for and apply scientifically based knowledge relevant for the selected may be knowledge acquired previously in the study program or it may be newly acquired knowledge.
- Apply the acquired knowledge to the selected problem and based on this assess the need for further knowledge/inform describe how this may be provided.
- Present the results of the analysis in a way that fulfils the identified knowledge gap and evaluate the scientific validity o

CHOICE OF TOPIC:

The exact content of the project is determined by the chosen problem and is decided upon by the student in collaboration with the supervisor.

The topic for the bachelor project can be developed in cooperation with a company or an organization, and can be either conceptual or empirical and based on ethnographic fieldwork during the students' semester abroad. If the students have faced specific challenges during fieldwork, it is possible to address these specifically by choosing a more methodological oriented topic.

As the purpose of the course is for the student to get an opportunity to demonstrate the skills that are described in the goals the description, the student will work independently with a topic of their choice. As support for this independent work, supervision is provided and the academic sustainability of the project is secured though a demand that the topic be approved by the supervisor.

Self-plagiarism: We expect that you will need to use some portions or material from your synopsis to build upon. The criteria in this case is that you do not simply reproduce your synopsis, but use it as the basis for your new work.

FORMALITIES:

The following contains the current guidelines concerning the contents and layout of written assignments and reports handed in at the Academic Study Board of Market and Management Anthropology in Odense. The guidelines only apply if there are no separate rules in the course description or the assignment given for the course in question.

Handing in of assignments

All assignments must be handed in digitally on the given date at 10.00 AM (morning and always Danish time). The handing in is done via the course page on Blackboard under the button “Tools”. Then select “SDUassignment”. The file format must be in pdf. Appendices may be in another format if it is relevant and allowed according to the course description. For bachelor projects: you are allowed to hand in audio files via SDU Assignment if you have any. Groups must only hand in one digital copy of the assignment. If you by mistake hand in a wrong copy, please contact the student information point (studiekontakten) before the deadline. They can help you bring things in order.

Layout in general

Margins (minimum):

Left:	3 cm.
Right:	2 cm.
Top:	2 cm.
Bottom:	1.5 cm.

Other:

Line spacing:	1.5 pkt.
Font:	Calibri is recommended
Font size:	Corresponding 11 pt. Calibri.
One page:	2400 keystrokes

The elements of the report

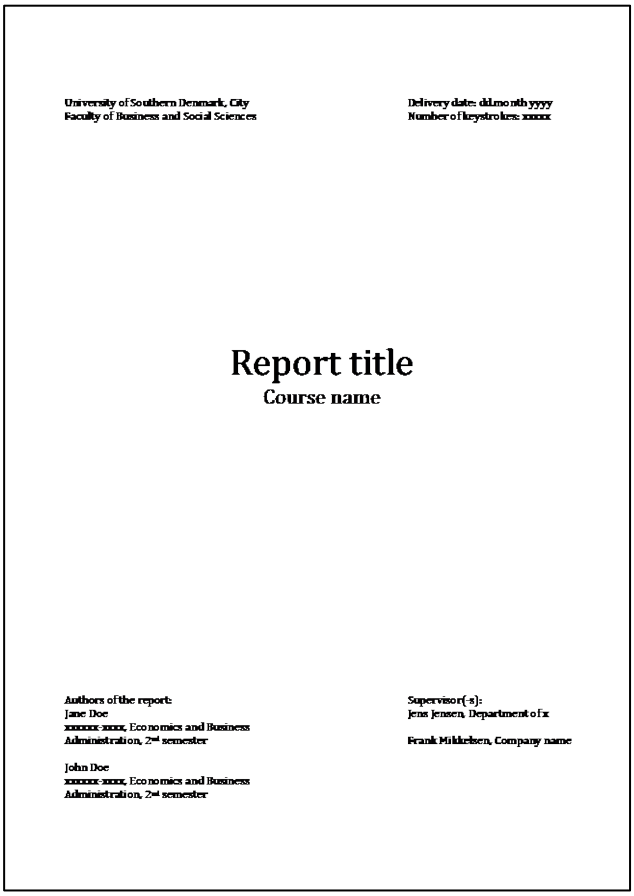
In addition to the content itself, reports must contain a cover page, a sworn statement, and a list of references. In addition, longer reports should contain a table of contents. Finally, in some cases it is relevant to add a preface, and there may be appendices. The order of the components of a report should be as shown in the text box to the right.

Title page
Preface (optional)
Sworn statement
Abstract (optional except in Bachelor’s project and Master Thesis)
Table of contents
The main report
List of references
Appendices

In reports, the pages should always be filled to the bottom. Only new elements, e.g. a new chapter, in the report should start at the top of a new page.

The title page

The title page should resemble the exemplary title page shown to the right and MUST include the displayed information.


University of Southern Denmark, City
Faculty of Business and Social Sciences

Delivery date: dd.month yyyy
Number of keystrokes: xxxxx

Report title

Course name

Authors of the report:
Jane Doe
xxxxxx-xxxx, Economics and Business Administration, 2nd semester

John Doe
xxxxxx-xxxx, Economics and Business Administration, 2nd semester

Supervisor(-s):
Jens Jensen, Department of x

Frank Mikkelsen, Company name

At the top, state the name of the university, city, faculty, as well as the delivery date for the report and the number of keystrokes.

The title of the report should be put at the middle of the title page along with the name of the course. The title can be predetermined from the assignment given by the teacher/university. If the title is not predetermined, it is the responsibility of the student to find a title covering the contents of the report.

At the bottom of the page, the authors should be listed in alphabetical order by surname. If two authors have the same surname, the first name determines the order of the two.

Under each name, the CPR number must be written along with the study and if relevant, the semester in which the report is handed in. For a person who studies economics and business administration on the 2nd semester, for example, it will look like this:

Anders Andersen
31121985-1234, Market & Management Anthropology, 2nd semester

Note that when the name of the authors is given on the front page, you should NOT state the examination or study number.

The names of supervisors or examiner for the subject should be written at the left right-hand side of the sheet. The supervisors are indicated by name and department. If they are external to University of Southern Denmark, the name of the institution which they belong to must also be given. Write the supervisors in the order with the principal supervisor first and secondly the co-supervisors.

Sworn statement

The page following the title page must contain a sworn statement of the following wording:

> " I hereby solemnly declare that I have personally and independently prepared this paper. All quotations in the text have been marked as such, and the paper or considerable parts of it have not previously been subject to any examination or assessment."

Followed by the names of the authors.

Documentation of material and claims

It is important that all statements and results in the report are corroborated either by references to other research from for example peer review journals or by data gathered by the student in connection to the current course.

References must be clear. Quotations (reproduction of text from other authors) must be clearly marked as such in the text – for example by use of quotation marks. Use of such text produced by others without indication that this is the case is regarded as illegal copying which is a form of exam cheating. If such a cheating is discovered, it will be reported to the vice-chancellor, who is the authority that decides what sanctions will be made. The extent of the use of citations should typically be quite limited, as they are not independent work.

Also use of material from own, formerly handed in assignments or reports without clear reference to this work is regarded as illegal copying.

Page and section numbers

Sections are numbered consecutively. All topics with equal importance should have the same level of heading. There should not be more than three levels of headings. The numbering can be as shown below:

1. Heading
1.1. Subheading
1.1.1 Subsubheading

Numbering of pages starts on the first page in the report. This means that pages before the table of contents and page displaying the table of contents are not numbered. The numbering starts on the first page in the introduction. This page gets the number “1”, then “2” and so forth.

Page numbers should be inserted to the right at the bottom of each page.

Table of contents

The index should include all sections in the report except sections placed before the list of contents. This means that preface, abstract, and sworn statement should not appear in the table of contents. Also the table of contents heading should not appear in the table of contents.

In several subjects, there is a requirement that the report clearly indicates which of the sections each author is responsible for. This declaration can be placed in the foreword or in connection with the table of contents. An example of this can be seen to the right. It should be noted that the division should be meaningful as it must be used as the basis for an individual rating.

Initials can, as is demonstrated to the right, be placed next to the page numbers in the table of contents. Usually, it is allowed that there are more than one author of a few sections, typically introduction and conclusion. How this is explicated is also demonstrated in the figure to the right.

An explanation of the initials used can be placed at the bottom of the page.

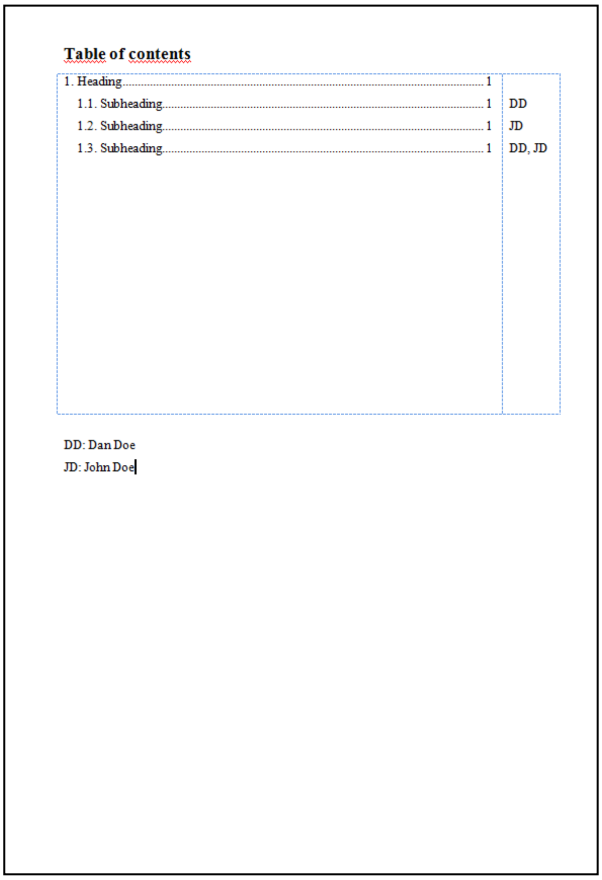


Table of contents

1. Heading	1	
1.1. Subheading	1	DD
1.2. Subheading	1	JD
1.3. Subheading	1	DD, JD

DD: Dan Doe
JD: John Doe

Figures and tables

Figures and tables are welcome in the text as they can help the reader in understanding or get an overview of the text. This is especially the case if there are many numbers in the text or if the text explains about causal or other relationships.

All figures and tables must be assigned a number and a title. In addition, a reference for numbers used or where the figure is taken from must be given along with the table or figure. If you have produced a figure yourself, it is often preferable to indicate “own work” as source. By this, there will be no confusion about the source.

Appendixes and list of appendixes

Appendixes must be numbered consecutively independently of the numbering of the sections in the report. Each appendix must be independently pagenumbered.

Appendixes are inserted after the list of references.

List of references

The list of references is inserted at the end of the text. All references used as documentation in the report must appear on this list. The list starts at the top of a page.

The list should be made according to a reference system. Examples of well-known reference systems are American Psychological Association (APA) 5th ed., Harvard, Chicago, and Vancouver. In Word, there are facilities for using APA and Chicago.

When for instance using the APA standard, in-text references are given as (author, year) and the list of references (bibliography) is alphabetically sorted based on the name of the author. In the list of references, author, title, city of publication and publisher must appear. If the reference is an article in an academic journal, the name, volume and issue number of the journal must also appear in the list of references. If there is more than one reference from the same year by the same author, these are sorted alphabetically according to the title and the year is supplemented by a), b) and so on.

As regards books, the title should be in italics. As regards articles from journals, the journal title should be in italics. Please note that if the reference is a chapter in a book with several authors, the author of the chapter must appear as author along with the title of the chapter and the title of the book and the name(s) of the editor(s) appears after this. The title of the book must be written in italics.

Materials downloaded from the internet must be referenced to and appear in the list of references in the same way as other references. In addition to this, the date on which the material was downloaded should also be given and the url (the internet-address). If the url is very long, consider whether it is possible to find the source with just the start of the url and the title of the material.

Sometimes, references, especially on the internet, do not state who the author is. If this is the case, it may be necessary to just insert the organization behind as author. If this information is also not available, the source may not be a good source. If it is necessary to use the source anyway, then state as much information about the source as possible.

We recommend using computer reference software as for example Endnote or the reference facility in Word. Endnote can be downloaded free of charge in Blackboard.

Examples of references in the list of references based on APA

Andersen, I. (2005). *Den skinbarlige virkelighed*. (3. udg.) Frederiksberg: Samfundslitteratur.

Husted, P. (2007, 5. januar). Whatever. *Newsweek,* pp. 6. Sport og Fritid.

Jepsen, A. L. & Madsen, S. O. (2006). Om at foretage kvalitative interviews. In S.Voxted (Ed.), *Valg der skaber viden - om samfundsvidenskabelige metoder*. København: Academica.

Jepsen, A. L. (2007). Factors affecting consumer use of the Internet for information search. *Journal of Interactive Marketing, 21(3),* 21-34.

University of Chicago (2010). The Chicago Manual of Style. 16th edition. Accessed 23 January 2012.
http://www.chicagomanualofstyle.org/tools_citationguide.html

Wulff F, L. Rahm & D. Swaney (2006). Nutrient budgets of the sub-basins of an estuarine sea. Accessed 21 May 2006. http://nest.su.se/mnode/europe/balticregion/Baltic2001/baltic_seabud.htm.

How to make in-text references:

a) A general reference at the beginning of a section if the section is a description of for example a theory and the description is mainly based on one ore a few sources, or

b) In the text like this: bla bla (Jensen, 2008) bla bla (Olsen, 2007; Petersen 2005a). If the citation is from a book or is an exact citation, a page number should be given as well. Like this: "It is customary to….." (Olsen, 2007:25)

c) References to the internet can be in precise form as described in the above. If the reference is to an internet site in general, just indicate the site in the text. For example www.sdu.dk.

Example of the structure of a written report

The bullet points show topics that should be covered. These will normally not have section headings. The actual headings in a report should tell something about the contents of the section.

Cover Page
Preface and sworn statement
Abstract if required
Table of contents

1. Introduction
   - Relevance of the problem
   - Description of the problem
   - Analysis of the possible perspectives on/solutions to the problem
   - Problem statement and research questions/hypotheses
   - Preconditions for carrying out the study and delimitations
   - Clarification of use of concepts/important definitions,
   - Choice of theoretical framework if relevant
   - Choice of general methodology (survey, experiment etc.)
   - Structure of the report

2. Theoretical background
   - Description and analysis of relevant theory and empirical findings by others
   - Often results in a detailed need for information

3. Method
   - How the need for information will be/was covered
   - Research design

4. Data/Results – possibly in several sections
   - Description, validation and cleaning of the data from the study
   - Section(s) with results from the analysis/analyses
   - Summing up of the results from the analysis sections

5. Analysis/Discussion

- Of method (How certain are our results? Where do we know of shortcomings?)
  Of the results (What have we learned? Are the results as expected? How do they differ? Do we have explanations for that?)

6. Conclusion
   - What can we, based on the results from the study and the discussion conclude regarding the research questions?
   - What is the answer to the problem statement?
   - Putting the results into perspective – possible generalizations? Possible implications for business and for future research.
   - Did we find new issues that we had not foreseen?

List of references
Appendices

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