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# Bachelor's Thesis Seminar

Strategic project of TBU in Zlín, reg. no. CZ.02.2.69/0.0/0.0/16\_015/0002204

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# Content of the Subject

- Bachelor's Thesis Proposal Preparation
- Bachelor's Thesis Progress
- Information Sources
- Methodology and Data Collection
- Bachelor's Thesis Defence
- Research Ethics



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# Searching for the Topic of Bachelor's Thesis

- It's recommended to be active and search for your own thesis topic.
- If you find the thesis by yourself, the topic is more likely to be interesting for you.



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# Bachelor's Thesis Proposal

- The bachelor's thesis proposal should at least identify a research question and project design:
  - Describe the research objective topic and what you want to achieve with your research.
  - Formulate a research question: What question(s) need(s) to be answered in order to achieve your objective
  - Explain why the study is important and to whom
  - Etc.



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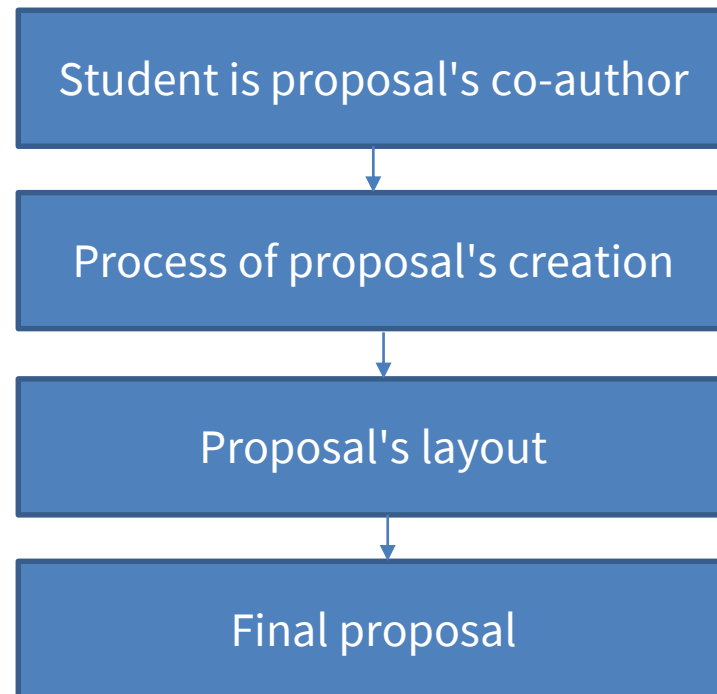




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# Process of Bachelor's Thesis Proposal Preparation



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# Title of Bachelor's Thesis

The name of master thesis consist of 3 main parts:

1. **What?**
2. **How?**
3. **For who?**

Example:

**The analysis** of **marketing strategy** for Alfa Company



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# Bachelor's Thesis Principles

- Principles which are presented in official proposal are necessary to respect!
- You have to formulate the principles in imperative.
- 3 or 4 principles, no more.



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## Bachelor's Thesis Proposal: Example

- **Title: The analysis of Marketing Communications Strategy For Company Alfa**
- **Proposal:**
  - Define the objectives and the application methods used in the bachelor's thesis.
  - Compile the theoretical information about marketing communications.
  - Complete the analysis of current marketing communications situation in company Alfa.
  - Suggest improving marketing communications strategy for Alfa Company.



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# Bachelor's Thesis at FaME

## Main parts:

- Introduction
- Theory
- Analysis
  - Final recommendations
- Conclusion



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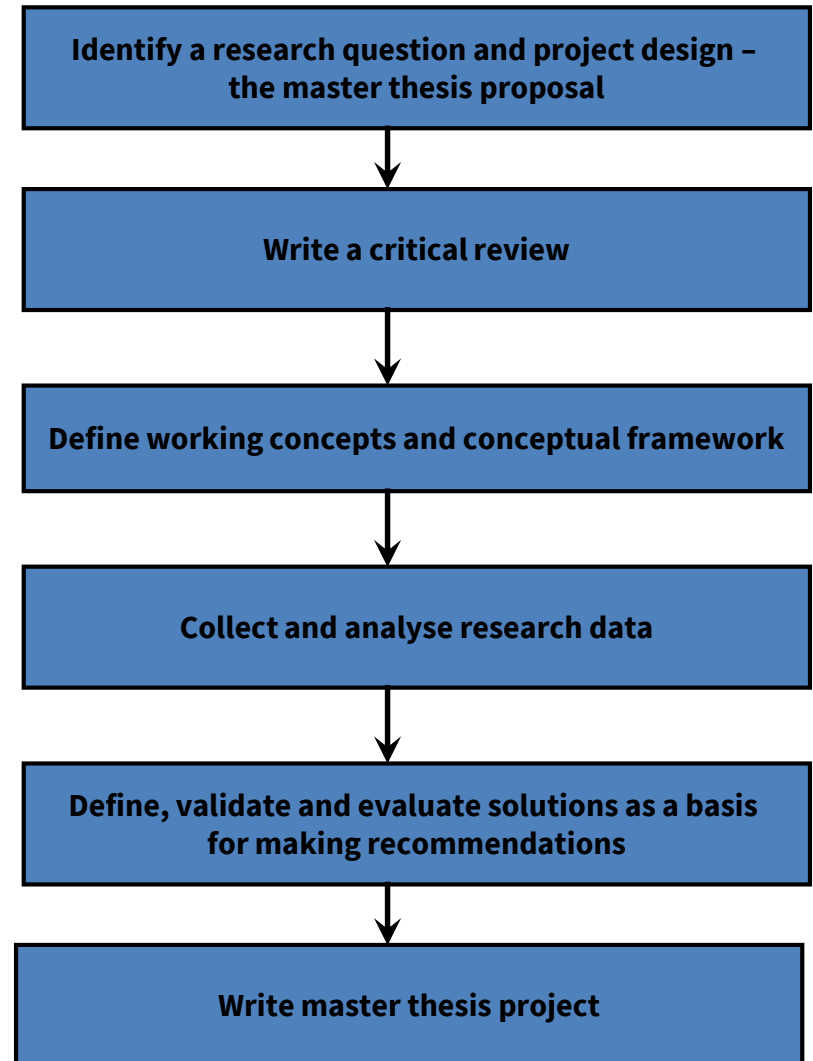
## Bachelor's Thesis versus Master's Thesis

Master's Thesis	Bachelor's Thesis
<ul style="list-style-type: none"><li>■ approximately 70 pages</li></ul>	<ul style="list-style-type: none"><li>■ approximately 40 s.</li></ul>
<ul style="list-style-type: none"><li>■ Analysis <math>\Leftrightarrow</math> synthesis <math>\Leftrightarrow</math> <b>project</b></li></ul>	<ul style="list-style-type: none"><li>■ Analysis <math>\Leftrightarrow</math> <b>recommendations</b></li></ul>
<ul style="list-style-type: none"><li>■ Theory x analysis (30 : 70 %)</li></ul>	<ul style="list-style-type: none"><li>■ Theory x analysis (60 : 40 %)</li></ul>





# Bachelor's Thesis Progress





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# Identify a research question and project design – the master thesis proposal

- Starting research begins with defining a topic in which an individual student is interested and is willing to put research effort.





## Bachelor's Thesis - Abstract

- An abstract should already contain the key conclusions of the thesis, it must characterize the added value generated by an author or define its originality, and – last but not least – it should state new findings and facts brought by the thesis.





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## Bachelor's Thesis - Introduction

An introduction should be structured similarly as an approved thesis assignment. Therefore, it should also be broken down – usually into four parts:

- introduction to the given area
- description of the theoretical part
- characterization of the structure, methods
- specification of the examined problem





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## Write a critical review

- **The master thesis contains several essential elements following a logical arrangement. It should describe a clear line of reasoning and argumentation in a logical manner.**





## Critical review - Theory

- The theoretical part represents the theoretical base (or theoretical resources, as appropriate) for the practical part.
- The theoretical part should include definitions of used terms, concerned economic theories, and any applied methodology, through which the defined objective would be resolved.
- The theoretical part should amount to roughly 1/3 of the entire paper; however, it should not exceed 50% of the whole text.





## Bachelor's Thesis - Conclusion

“Conclusion” represents an analogy to the “Introduction” structure:

- address the significance and topicality of the selected topic
- extract the most important outcomes and partial conclusions of the theoretical part





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# Define working concepts and conceptual framework

- After the student has defined its Bachelor's thesis subject a conceptual framework should be worked out and tested.





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## Collect and analyse research data

- Research methodology and methods should be clearly visible through the whole Bachelor's thesis.





## Practical Part

- The practical part should rely on sufficiently covered theoretical resources (bases) in the theoretical section.
- The practical part should amount to about 1/2 of bachelor's thesis, with minimum being 50% of the whole text.
- In the practical part, authors must already create their own added value – i.e. the text, tables, calculations, and charts should mostly be original.





## Practical Part - Analysis

Students can you e.g. these analysis in bachelor's thesis:

- SWOT analysis
- PEST analysis
- Financial analysis
- Analysis of marketing mix
- Analysis of marketing communication
- Motivation analysis
- ...





# Define, validate and evaluate solutions as a basis for making recommendations

- When students have collected all data and the data analyses are completed, findings must be interpreted.
  - Summarise the main findings and arguments
  - Frame the conclusions and recommendations if appropriate
  - Discuss any issues concerning the implementation of the conclusions or any recommendations





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# Methodology

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# Methods Used in Bachelor's Thesis

## *Methods of qualitative research:*

- Observations
- Newsgroups
- In-depth interview
- Projective questioning techniques





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# Methods Used in Bachelor's Thesis

## *Quantitative research methods:*

- Measurement
- Querying





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# Methods Used in Bachelor's Thesis

Methods of scientific work can be divided into two groups:

- Empirical methods
- Logical methods





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# Empirical Methods

These methods are divided into subgroups according to the method of their implementation, namely:

- **observation**
- **measurement**
- **experimentation**





# Logical Methods

Include a set of methods using the principles of logic and logical thinking. These include the trio of "paired methods":

- analysis - synthesis
- abstraction - concretization
- induction - deduction





## Analysis - Synthesis

- **Analysis** - this is a general method of examining the individual components and properties of an object. Analysis is the process of factual or mental division of the whole into parts. It is an analysis of properties, relationships, facts proceeding from the whole to the parts.
- **Synthesis** - summary, unification of individual parts, components into a whole (opposite of analysis)





# Abstraction - Concretization

- **Abstraction** - is understood as a thought process in which only their essential characteristics are divided for various objects (irrelevant are not considered), which creates a conscious model of the object containing only those characteristics or features, the study of which allows us to get answers to questions that are put.
- **Concretization** - is the opposite process, when a specific occurrence of a certain object from a certain class of objects is searched for and it is an attempt to apply the characteristics valid for this class of objects to it.





## Induction - deduction

- **Induction** - is the process of drawing a general conclusion based on knowledge of the details. Induction is less reliable than deduction.
- **Deduction** - is a way of thinking in which from general conclusions, statements and judgments to lesser-known, strange ones.





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# Methods and techniques of data collection

- **Direct or indirect observation**
- **Structured interview**
- **Questionnaire**
- **An experiment**
- **Document analysis**



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# Information Sources



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# Information Sources: Introduction

- Don't solve problem which was already solved
- Look for the similar or same master theses and use them as a jumping-off point for your own master thesis





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# Information Sources: Categories

- Printed
- Auditiv and audio-visual
- Electronic (digital)
  
- Primary
- Secondary





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# Primary Information Sources

- Monographs
- Papers
- Patents
- Grey Literature
- Norms





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# Grey Literature

**Grey Literature refers to publications issued by government, academia, business, and industry, in both print and electronic formats, but not controlled by commercial publishing interests, and where publishing is not the primary business activity of the organization. Scientific grey literature comprises newsletters, reports, working papers, theses, government documents, bulletins, fact sheets, conference proceedings and other publications distributed free, available by subscription, or for sale**





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# Citation System – Harvard System

- **Faculty of Management and Economics uses Harvard citation system**



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## Book Citation

- CHAFFEY, Dave, 2009. *Internet marketing: strategy, implementation and practice*. 4th ed. Harlow: Financial Times Prentice Hall. 702 s. ISBN 978-0-273-71740-9.
- MBUYA, John Chibaya, 2010. *Holistic management: how to manage holistically*. Saarbrücken: LAP LAMBERT Academic Publishing. 148 s. ISBN 978-3-8383-6894-8.





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## Bachelor's/Master's Thesis Citation

- **WELSCH, Peter. *Project of Marketing Plan for XYZ Company*. Zlín, 2010. Master Theses. Tomas Bata University in Zlín, Faculty of management and Economics, Department of Management and Marketing. Supervisor: prof. Alan Doolittle**





## Journal Citation

- One paper
  - GALLISTL, Vladan. First Day in New World. *Newsweek*. 2010, Volume 6, Issue 4, s. 59. ISSN 1210-9940.
- One issue
  - *Newsweek*. London: Mediapublishing, 2010, Issue 32. ISSN 1210-9940.
- One periodical
  - *Newsweek*. London: Mediapublishing, 1994-. ISSN 1210-9940.





# Electronic Documents

- Home Page
  - *Dummies.com: Making Everything Easier* [online]. Wiley, ©2010 [cit. 2011-08-05]. Available: <http://www.dummies.com/>
- Web Page
  - WESTCOM. About us. *Webnode.cz* [online]. ©2008-2011 [cit. 2011-04-26]. Available at: <http://www.webnode.cz/o-nas/>
- Periodical as a complex
  - *Inflow: information journal* [online newspaper]. 2008- [cit. 2010-08-06]. Available from: <http://www.inflow.cz/>. ISSN 1802-9736





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# Electronic Documents

- **One issue of periodical**
  - JEP: the journal of electronic publishing [online časopis]. Ann Arbor (Michigan, USA): University of Michigan Press, 2010, vol. 13, no. 1 [cit. 2011-08-05]. ISSN 1080-2711. Available at: [http://quod.lib.umich.edu/cgi/t/text/text-idx?type=simple;c=jep;cc=jep;rgn=publications;q1=3336451.0013.1\\*](http://quod.lib.umich.edu/cgi/t/text/text-idx?type=simple;c=jep;cc=jep;rgn=publications;q1=3336451.0013.1*)
- **Article in on-line periodical**
  - FOX, Justin a Richard VAN WEELDEN. Costly transparency. *Journal of Public Economics* [online]. February 2012, vol. 96, iss. 1-2, s. 142-150 [cit. 2012-02-29]. ISSN 0047-2727. Available at: doi: 10.1016/j.jpubeco.2011.08.007





# Electronic Documents

## ▪ Facebook Page

- Petr Nečas. In: *Facebook* [online]. [cit. 2011-05-26]. Dostupné z: <http://www.facebook.com/petr.necas.ods>
- ESPOO. [Kdo by to byl rekl...] In: *Twitter* [online]. 15 May 2011 [cit. 2011-05-26]. Available at: <http://twitter.com/#!/espoo/status/69865967194357760>

## ▪ Wikipedia

- Citation. In: *Wikipedia: the free encyclopedia* [online]. St. Petersburg (Florida): Wikipedia Foundation, 11. 12. 2006, last modified on 25. 4. 2011 [cit. 2011-05-28]. Available at: <http://cs.wikipedia.org/wiki/Citace>

## ▪ Blog

- ESPOO. Barbies na výstavě – update. In: *Blogger* [online]. 2010-11-08 [cit. 2011-06-05]. Available at: <http://blog.espoo.cz/2010/11/barbies-na-vystave.html>





## References in Text

You have to use these references in text:

- The e-commerce revolution is transforming business processes, supplier and procurement systems, the structure of industries, and the nature of firms (**de la Tore, 2001**).
- **Glass (2001)** attributes this failure to create ‘workable’ business models to the absence of capable management required to build and sustain business models. According to **Paper, Pedersen, and Mulberry (2003)**, dot-coms of the past failed to understand and follow traditional business principles





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# Bachelor's Thesis Defence

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# Bachelor's Thesis Defence

There are two parts of final exam:

- 1. BT defence*
- 2. Examination from the field of study* connected with Degree Programmes and Courses as well as the focus of MT/BT (so-called “expert discussion”).





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## Examination Board

- The Dean of FaME appoints the examination commission.
- The minimum number of members of the SZZ commission in bachelor's degree programs, including the chairman, is three.





## Bachelor's Thesis Defence – Time Schedule

<b>10 minutes</b>	<b>introductory word of the student to the bachelor's thesis</b>
<b>5 minutes</b>	<b>opponents' statements, student's answers to opponents' questions</b>
<b>10 minutes</b>	<b>discussion for the bachelor's thesis</b>
<b>20 minutes</b>	<b>expert discussion (questions from commission members)</b>
<b>5 minutes</b>	<b>commission decision</b>





# Bachelor's Thesis Defence – Presentation

- Focus on the presentation of the company (institution) for which he developed the work, the objectives of the work, the chosen methodology, the main results of analyzes and especially at the end of the defence on the recommendation.
- It is not recommended to present the theoretical basis of the work.
- Do not insert long texts into presentations.
- student should be able to think complexly and in the discussion of bachelor's thesis questions may arise that are not directly related to the topic of the work.
- The student should thoroughly prepare for the questions of the supervisor and the opponent of the work.





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# Bachelor's Thesis Defence – Presentation

- Presentation of the work is expected in Microsoft PowerPoint
- 10-12 images in PowerPoint
- The presentation should have a uniform visual style, no excessive color variety is recommended
- The student may have notes on the presentation in his hand, but it is not recommended to have a coherent text with you and read it
- It is recommended to have a working version of the whole bachelor's thesis





## Bachelor's Thesis - Evaluation

- Difficulty of the topic of the work
- Fulfillment of work goals
- Theoretical part of the work
- Practical part of the work (analytical part)
- Practical part of the work (solving part)
- Formal level of work





# Bachelor's Thesis - Evaluation

ECTS Grade	Verbal Equivalent	Numerical Grade
A	Excellent	1,00 – 1,24
B	Very good	1,25 – 1,50
C	Good	1,51 – 2,00
D	Satisfactory	2,01 – 2,50
E	Sufficient	2,51 – 3,00
F	Unsatisfactory	-





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# Plagiarism

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# Plagiarism

- **Plagiarism includes not only copying the exact words of another author, but also using his or her ideas without properly acknowledging where they come from.**





## Ethics of Scientific Work

- **Don't brag about "foreign feathers"!**
- **Do not understand factual criticism as hostility!**
- **Publish only correct and verified conclusions!**
- **Always tell everyone what I do and why I do it!**
- **Always keep what I promised someone!**
- **Share selflessly about your knowledge and experience with your co-workers!**





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## How to Check Your Bachelor's Thesis?

- **All bachelor's thesis are checked automatically after submission.**





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## How to Check Your Bachelor's Thesis?

You can check your bachelor's thesis before its submission.

- [www.theses.cz](http://www.theses.cz)
- [www.odevzdej.cz](http://www.odevzdej.cz)





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# Thank you for your attention.

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## Sources

- STAŇKOVÁ, Pavla a PILÍK, Michal. *Metodická doporučení pro psaní bakalářských a diplomových prací. Texty pro distanční a prezenční studium*. 1. vyd. Zlín : Univerzita Tomáše Bati ve Zlíně, 2009. 42 s. ISBN 978-80-7318-896-2.
- STUDY AND EXAMINATION REGULATIONS OF TOMAS BATA UNIVERSITY IN ZLÍN
- THE STUDY RULES IN DEGREE PROGRAMMES OF THE FACULTY OF MANAGEMENT AND ECONOMICS
- FaME Dean's Regulations 1/2018: Rules for the Organization, Course and Assessment of Final Examinations
- WAHRENBURG, Mark. *Guidelines for Writing a Master/Bachelor/Seminar Thesis*. Goethe University Frankfurt, 2016.
- MORATH, Florian. *Guidelines for BACHELOR'S THESES, MASTER'S THESES, TERM PAPERS*. Goethe University Frankfurt am Main.
- ZEMAN, Karel. *Methodology for Writing Bachelor's and Master's Theses at the Faculty of Economics of the University of Economics in Prague*. VŠE Praha, 2013
- *GUIDELINES FOR THESIS WRITING*. INTERNATIONAL UNIVERSITY OF SARAJEVO (IUS). Faculty of Engineering and Natural Sciences (FENS). IUS-FENS-06-122/2016, 2016
- *What Is Plagiarism?* (cit. 7. 10. 2020). online, available at <https://www.plagiarism.org/article/what-is-plagiarism>



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# Bachelor´s Thesis Seminar

**Michal Pilík**



**2020**

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MINISTRY OF EDUCATION,  
YOUTH AND SPORTS



## INTRODUCTION

Dear students,

The aim of our efforts is to facilitate the processing of your bachelor's thesis. This brief aid is intended mainly for students of combined study, but full-time students can also use it. When writing, the authors draw mainly on their experience as lecturers in the subject Bachelor's thesis seminar. This is a working guide on writing a thesis at Faculty of Management and Economics, Tomas Bata University in Zlín..Please note that the current guidelines might be subject to change. Make sure that you follow

the most recent version of the guidelines.

I wish you a lot of success in studying and solving problems in practice



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# 1 MISSION OF BACHELOR'S THESIS, THEIR SPECIFICITY

## 1.1 Introduction

The bachelor's and master's thesis is the result of a student's long-term work, which completes the study of a bachelor's or master's study program. This work serves mainly as:

- 1) condition for successful completion of studies,
- 2) a source of knowledge and information for the organization for which the work is being processed,
- 3) the primary source of information for the faculty in solving certain practical, research or scientific tasks,
- 4) an invaluable source of practical and theoretical knowledge for the student who is preparing the bachelor's or master's thesis.

According to Act No. 111/1998 Coll. on Higher Education Institutions and on Amendments to Other Acts (hereinafter referred to as the Higher Education Institutions Act). Diploma and bachelor's theses submitted by the applicant for the defence must also be published for public inspection at least five working days before the defence at the place specified by the internal regulations of the university or, if not specified, at the place of the university where the defence is to take place. It is true that by submitting the work, the author agrees to the publication of his work under this Act, regardless of the result of the defence.

## 1.2 Bachelor's Thesis

With his bachelor's thesis, the student demonstrates the ability to independently describe and evaluate a partial problem and develop recommendations for its solution. In solving it, they must apply theoretical knowledge from individual disciplines in conjunction with practical knowledge acquired during the bachelor's practice.

The work also monitors the level of written expression, compliance with the logical structure of the work and compliance with formal requirements. The scope of the bachelor's thesis must be derived from the material fulfillment of the assignment, while the recommended scope of the thesis is about 40 pages.



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### 1.3 Master's or Bachelor's Thesis

- (1) A Bachelor's thesis proves that a student FaME is able to solve a given economical or managerial problem.
- (2) A Master's thesis (hereinafter referred to as “MT”) must be a project of organization's innovated and creative problem solving, or it must be an analytical or methodical solution to a research or a significant scientific problem, following the assignment of MT.
- (3) Bachelor's and Master's thesis themes are subject to approval by the academic staff responsible for individual degree courses at FaME. The list of the academic staff is to be found on the web pages of FaME under the section For students of BS/MS.
- (4) A student is fully responsible for the content and quality of a Master's or Bachelor's thesis.
- (5) Entering English titles of qualification theses into the IS/STAG is a mandatory step associated with entering Czech titles. Heads of relevant Departments are responsible for the accuracy of English titles of qualification theses.
- (6) Heads of Departments at FaME release Master's and Bachelor's thesis themes for the next academic year upon annually, by 30 March, at the latest on FaME web pages in the section “For students of BS/MS”.
- (7) The 2nd year Bachelor's students and the 1st year follow-up Master's students apply for Master's and Bachelor's thesis themes at Secretariats of Departments after preliminary discussion with a Master's or Bachelor's thesis supervisor upon the time schedule of a relevant academic year. They may apply during the relevant academic year, by 31st May at the latest.
- (8) If a student wants to propose his/her own thesis theme, s/he submits the proposal to the Head of Department within the same enrolment period (i.e., by 31st May, at the latest).
- (9) A Master's or Bachelor's thesis supervisor may be an expert from practice who has achieved a university (at least Master's) degree in his/her profession.





(10) A list of Master's and Bachelor's thesis themes, students, as well as Master's or Bachelor's theses supervisors, is released by 15th June of a relevant academic year on FaME web pages in the section "For students of BS/MS".

(11) The manner in which a Master's or Bachelor's thesis must be elaborated is set in the relevant Rector's directive.

(12) The official Bachelor's or Master's thesis assignment is handed over to a student in the final year of his/her study at the respective Department on the dates specified in the time schedule for the relevant academic year. In exceptional circumstances and upon the student's written request and approval by the Bachelor's and Master's thesis supervisor, the Head of Department may change the Bachelor's or Master's thesis assignment during its processing. The request is submitted to the FaME Student Affairs Office.

(13) A Bachelor's or Master's thesis will not be accepted from a student unless s/he has fulfilled all obligations specified by the relevant study plan and submitted a confirmation of study duties completion, including work placement.

(14) A Bachelor's or Master's thesis is accepted for a defence even if assessed by an examiner or a thesis supervisor (or both) as "unsatisfactory" (F).

(15) If a student fails to defend his/her Bachelor's or Master's thesis, s/he can not resubmit an identical Bachelor's or Master's thesis during the retake period. Based on the proposal of the examination board, a new Bachelor's or Master's thesis shall be completed or rewritten completely. Grounds of the decision taken by the examination board fall entirely within board's cognizance and have a written form. By signing the document, the student confirms that s/he has been informed of the decision.

- (1) The student asking for postponement of making his/her bachelor's thesis available for public will have to hand in the full version of bachelor's thesis including supplements two months before the official deadline stated by FaME time schedule for a relevant academic year, at the latest. Together with the thesis, the student must submit a request that must include a detailed justification for the postpone-



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ment. The detailed procedure and deadlines are to be found in the Dean's Decision under the section "Procedure when asking for postponement of making the qualification work available for public for a relevant academic year".

#### 1.4 Master's Thesis

The master's thesis differs from the bachelor's thesis in its goal, level and structure.

The master's thesis of a FaME student must be a project of an innovative and creative solution to the problem of the organization or it must be a theoretical or methodological solution to a research task or its part. As a project, the diploma thesis will aim to design a future activity or work, and determine the conditions for its implementation. The project is the unification of the projected goals with the means of their implementation, with the procedures in individual development and time phases.

The student's task is to prove with his master's thesis the ability to independently describe, analyze and comprehensively evaluate an economic or managerial problem, and especially to develop a project that can be used in practice. They must be convinced that they can apply sets of theoretical knowledge from individual disciplines in solving a specific diploma task, and that they can combine theoretical knowledge with practical knowledge acquired during initiative or controlled practice.

The work also monitors the level of written expression, compliance with the logical structure of the work and compliance with formal requirements. The scope of the master's thesis must be derived from the material fulfilment of the assignment, while the recommended scope of the thesis is about 70 pages.

#### Student's notes

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## 2 BACHELOR'S THESIS INTERNAL RULES

Upon the Head of Department's proposal, the Dean appoints a Master's or Bachelor's thesis (hereinafter referred to as bachelor's thesis) supervisor who is a Professor, Associate Professor, Assistant Professor or a highly regarded expert. In order to clarify urgent issues, an bachelor's thesis s supervisor may set an bachelor's thesis s tutor when agreed by the Head of Department.

- Upon a student's request, the Head of Department may submit to the Dean the proposal for a change of an bachelor's thesis theme during its solving. His /her bachelor's thesis supervisor must approve a student's request.
- If a student fails to meet the fixed deadline for submitting his/her bachelor's thesis announced by the Dean, s/he may file a request for postponement. The request for postponement of an bachelor's thesis must be submitted to the Dean prior to the fixed deadline together with a statement of the Head of Department who assigned the bachelor's thesis. A student who fails to meet the fixed deadline for submitting his/her bachelor's thesis without an excuse or in the event the excuse is not accepted by the Dean, receives the "unsatisfactory" (F) grade in this part of final examination.
- If a student repeats the last year of study and does not defend his/her bachelor's thesis, s/he receives a new bachelor's thesis theme.
- An bachelor's thesis must include the following according to RD "Unified Formal Modification, Registration and Access of University Qualifying Work":
  - an bachelor's thesis topic signed by the Dean and the Head of Department,
  - bachelor's thesis Author Statement (see Appendix 3),
  - abstract in the Czech and English language,
  - contents including possible appendices,
  - introduction, theoretical background and practical application,
  - final assessment,
  - list of used bibliography and other information resources, symbols and abbreviations, pictures, tables and appendices.
- According to RD "Unified Formal Modification, Registration and Access of University Qualifying Work", as amended, a student submits an bachelor's thesis in four





copies. One copy is in an electronic form recorded in the Portal IS/STAG, two are printed and one copy is on a CD. Upon a successful completion of the final examination, the electronic version of the bachelor's thesis is registered in the TBU Central Library. Both printed copies will be returned to the student.

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## 3 BACHELOR'S THESIS STRUCTURE

### 3.1 Recommended structure of the bachelor thesis

#### 3.1.1 Abstract

An abstract has a similar structure to the thesis assignment; however, its text cannot be identical to the “Thesis Assignment”, because it must already show qualitative progress made by authors in the course of the thesis elaboration – i.e. in the development of their knowledge. An abstract should already contain the key conclusions of the thesis, it must characterize the added value generated by an author or define its originality, and – last but not least – it should state new findings and facts brought by the thesis.

An abstract must also include JEL classification, i.e. international standardized method of classifying scholarly literature in the field of economics. The list of individual codes is available at [http://econlit.org/subject\\_descriptors.html](http://econlit.org/subject_descriptors.html). Depending on the thesis topic, 2 to 4 codes are selected that are written in the following format, for example: H53, B37.

An abstract must contain at least 5 to 10 keywords, i.e. the most important terms representing the given qualifying paper; it must in both Czech and English.

Since an “Abstract” is prepared at the very end of the writing process, it must be formulated in the present tense, unlike the “Thesis Assignment”.

#### 3.1.2 Table of contents

As specified in the first part of this chapter, the drafting of a sophisticated thesis structure, presented as the contents, is the most difficult part of the entire writing process, consequently, it is necessary to adhere to the fundamental rule, without which a thesis cannot be successfully written.

The rule is as follows: “The heading of each chapter and subchapter must factual describe the contents/text of the given chapter/subchapter – i.e. the heading and the text must be fully compatible.”



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Mismatched chapter/subchapter headings often represent a significant flaw that cannot be justified. Upon reading chapter headings, readers must understand what text is declared by an author in such chapter.

### 3.1.3 Introduction

What problem will be solved in bachelor's thesis, why it is necessary to solve this problem, in what contexts the problem is solved, for whom the solution of this problem is intended.

An introduction should be structured similarly as an approved thesis assignment. Therefore, it should also be broken down – usually into four parts.

The first part should serve as an introduction to the given area, particularly in terms of the significance and topicality of the selected topic (or why an author chose the given area and his or her expectations from the paper elaboration, desired results, planned contributions of the paper, etc.).

The second part should be a brief description of the theoretical part of the paper, without any elaboration of the problems at hand.

The third part should characterize the structure, methods selected for exploring the given area, and reasons for selecting the relevant thesis structure and the relevant methods.

The fourth part is the most important one; it must specify the examined problem, define the paper objective, which should, among others, offer some hypotheses (or questions, as appropriate) to be answered in the “Conclusion” chapter. It is apparent from the aforementioned that the final wording of the paper objective defined in the initial chapter must be more extensive compared to the original paper objective defined in the “paper assignment”.

The selected topic is not factually discussed in the introduction; it is only necessary to characterize and describe the structure, selected methods, and defined goals of the paper. It is a common mistake that authors tend to factually address the selected topic in the introduction, also providing some conclusions already.

Precisely define your research question and motivate it carefully, for instance, by referring to current economic developments and policy debates or phenomena to be explained.



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You should narrow down the broader topic of your thesis to specific aspects that you find particularly important. You will have to focus on some aspects of the problem and leave out others. Therefore, it is crucial that your focus is well-motivated and the aspects considered follow a central theme.

State the contribution of your thesis to the existing literature.

The introduction should already contain a brief overview of the subsequent sections and can provide a preview of the main findings.

#### 3.1.4 Theoretical part

The theoretical part represents the theoretical base (or theoretical resources, as appropriate) for the practical part. The theoretical part should include definitions of used terms, concerned economic theories, and any applied methodology, through which the defined objective would be resolved. In this part of the paper, it is beneficial to capitalize on the knowledge already gained in the course of the undergraduate course of study. The basis for the drafting of the theoretical part is a comprehensive exploration of any literature that is related to the given problem area. By studying all the relevant literature, we must rule out the possibility that a reviewer, supervisor, or a state final exam committee finds out that an author failed to study (or cite, as appropriate) a fundamental author in the given field.

The theoretical part should amount to roughly 1/2 of the bachelor's thesis; however, it should not exceed 50% of the whole text. It is a common mistake that some authors use textbooks as the dominant source for the theoretical part. In this context, we must emphasize that it is the author's obligation to become familiar with, use, and cite any national and international literature on the given topic, which exceeds – in terms of its scope and contents – the scope of literature (textbooks) used in the course of standard study.

This part logically mostly contains third-party texts – either cited or paraphrased. Nevertheless, this part should also include authors' own theoretical views and arguments in respect of cited authors, particularly at the end of this part that may be entitled “partial conclusions”, for example.



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### 3.1.5 Search for the relevant literature

- Use scientific databases such as <http://isiknowledge.com> and <http://scholar.google.com> to search for literature. Once you have identified an important contribution, continue your search by looking at the relevant papers cited in this article, and at the papers that cite this particular article.
- Pay attention to the quality and relevance of the research articles you include in your literature review.
- Although you should form your own opinion, the number of citations (taking into account the year of publication) can sometimes be used as a proxy for the relevance of an article.
- Draw on the primary sources (articles) that developed a theory or provided empirical evidence. Do not refer to an article based on what other authors wrote about it but look at the primary source yourself.
- Focus on scientific journals and do not simply reproduce textbook knowledge.
- Check for the most recent version of unpublished working papers. If a working paper has been published in a journal, use the version of the journal (unless the working paper contains supplementary materials that are important for your thesis).

Research and summary of literature are an important component of the bachelor's / diploma thesis. Independent search and elaboration of relevant literature for your topic are central parts of the work. You are expected to cover all important links on your topic. This does not mean that you have to list all the existing work on your topic, but that you have to select and summarize the most important parts of the relevant research. Scientific journal articles should be prominently featured in your work. It is usually not enough to rely on policy articles.

### 3.1.6 Practical part

The practical part should rely on sufficiently covered theoretical resources (bases) in the theoretical section. In this regard, it is emphasized that both parts should be interconnected in a sophisticated manner. In drafting the practical part, the structuring is the key. The initial preamble should first characterize the examined national economy sector, for example (or organization, institution or corporation with national economic importance, as appropriate).



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Other chapters should, for example, explore the legal framework of the given area, institutional resources, followed by an analysis of the investigated entity or process.

The practical part should amount to about 1/2 of bachelor's thesis, with minimum being 50% of the whole text.

In the practical part, authors must already create their own added value – i.e. the text, tables, calculations, and charts should mostly be original.

Authors' own contributions, resulting from their research, analyses, statistical calculations, modeling/simulations, questionnaires or other inquiries, or other methods used are absolutely essential in this part of the paper. The practical part should summarize authors' own findings or outcomes – either at the end of each chapter or at the end of the practical part.

The basic premise for proposing and elaborating the practical part is the resolution and fulfillment of objectives defined in the paper introduction.

### 3.1.7 Conclusion

Taking into account the need to apply a systemic approach to the whole paper, which is the most difficult task for unexperienced authors in writing academic papers, it is beneficial to use a structuring in the “Conclusion” that represents an analogy to the “Introduction” structure.

In the first part of the conclusion, authors should address the significance and topicality of the selected topic. They should state whether they in fact found the selected topic to be as important in terms of the (national) economy as they assumed. They should characterize the contributions of exploring the given topic for the author.

In the second part, authors should extract the most important outcomes and partial conclusions of the theoretical part that should be discussed, whether or not they agree with the relevant theoreticians (or specify those that they do / do not agree with), or express some of their theoretical views or conclusions, as appropriate, i.e. to interconnect the results of the empirical part with outputs of the theoretical part.



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- The conclusion typically mirrors the introduction in picking up on the research question and summarizing the main findings. An additional emphasis should be given to limitations of the analysis and potential avenues for future research.
- Moreover, the conclusion will typically come back to the policy relevance of the problem considered and highlight the policy conclusions to be drawn from the thesis or term paper.

### 3.1.8 Appendix

- You can relegate supplementary material (data, graphs, tables, proofs, etc.) to an appendix. The graphs or tables that are essential for your arguments should, however, be included in the main text.
- All material in the appendix has to be referred to at some point in the main text.

### 3.1.9 Bibliography

- Make sure that you include all references in the reference list and that, in the main text, you refer to all papers included in the reference list.
- When using sources from the internet (newspaper articles, etc.) please provide a link including the date on which this link was accessed.
- Use a consistent style for the reference list; check the styles of the leading economics journals and choose one of those.

### Student 's notes

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## 4 METHODS, METHODOLOGY AND PROCEDURE FOR SUMMARY

The elaboration of any scientific work, whether it is a bachelor's, diploma, dissertation or other, requires the use of scientific methods. Every scientific discipline has standardized procedures that must be applied in practice during research activities. We will now try to outline a general procedure that can be universally applied to most disciplines.

The choice of methodology should be determined after mature consideration, for final theses after consultation with the supervisor. The method of research implementation requires a clear vision of the researcher about what I will research and in whom, in the process of methodology it is already a specific question how I will carry out research, what form of research I choose (qualitative research, quantitative research) and what research tool I will use (questionnaire, interview), observation and others) and in what form the data collection will take place (eg electronic, printed, via social networks).

The method (from the Greek met-hodos - literally "behind the road", the road to something) is a procedure or instruction on how to acquire the right knowledge, a means of knowledge. According to the New Academic Dictionary of Foreign Words (Kraus et al., 2005), the method is a way to achieve some theoretical and practical goal.

Methodology can be defined as a work procedure or a science of the method of scientific work. (Kraus et al., 2005)

Methodology is the science of scientific methods, the interpretation of methods of a particular scientific field. (Kraus et al., 2005)

Students can base their bachelor's thesis on qualitative or quantitative research. This is not a completely misinterpretation when it is said that qualitative research is based on quality and quantitative research on quantity.

### Methods of qualitative research:

- Observations
- Newsgroups
- In-depth interview



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- Projective questioning techniques

### Quantitative research methods:

- Measurement
- Querying

In a bachelor's or master's thesis, methods of qualitative and quantitative research can be effectively combined. Most students use questioning and interviews in their work. Also analytical methods, which will be discussed below.

It is appropriate at the beginning of the thesis to determine which method will be most suitable for the assigned bachelor's or master's thesis and to consult your decision with the head of bachelor's thesis. Not all methods can be applied to all types of work.

Methods of scientific work can be divided into two groups:

**A) Empirical methods** that are based on the immediate living image of reality. These methods include those in which the reflection of phenomena takes place through sensory sensations and perceptions of improved levels of technology. Thus, it is possible to determine the specific unique properties of an object or phenomenon in reality by these methods. Usually, these methods are divided into subgroups according to the method of their implementation, namely

- observation
- measurement
- experimentation

Any empirical research should primarily serve as an inspiration for other experts and at the same time should allow for further scientific research. A number of studies are commonly used in practice. In some cases, a so-called questionnaire survey can be used, in others, on the contrary, the problem can be solved by means of a so-called in-depth interview. Research by type is divided mainly into quantitative and qualitative research involving different research methods.

**B) Logical methods**, which include a set of methods using the principles of logic and logical thinking. These include the trio of "paired methods"



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- analysis - synthesis
- abstraction - concretization
- induction - deduction (Molnár)

**Analysis** - this is a general method of examining the individual components and properties of an object. Analysis is the process of factual or mental division of the whole into parts. It is an analysis of properties, relationships, facts proceeding from the whole to the parts.

**Synthesis** - summary, unification of individual parts, components into a whole (opposite of analysis)

**Abstraction** - is understood as a thought process in which only their essential characteristics are divided for various objects (irrelevant are not considered), which creates a conscious model of the object containing only those characteristics or features, the study of which allows us to get answers to questions that are put.

**Concretization** - is the opposite process, when a specific occurrence of a certain object from a certain class of objects is searched for and it is an attempt to apply the characteristics valid for this class of objects to it.

**Induction** - is the process of drawing a general conclusion based on knowledge of the details. Induction is less reliable than deduction.

**Deduction** - is a way of thinking in which from general conclusions, statements and judgments to lesser-known, strange ones.

#### 4.1 Bachelor 's thesis

For the purposes of elaboration of the bachelor thesis it is possible to use both empirical and logical methods. However, the most commonly used method is analysis.

Examples of the most frequently used analyzes in bachelor's theses:

- SWOT analysis
- PEST analysis
- Financial analysis
- Analysis of marketing mix
- Analysis of marketing communication



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- Motivation analysis

However, it is not enough to perform only analyzes, it is necessary to acquire the acquired knowledge, also to synthesize the data. Put them in context and make recommendations based on them.

## 4.2 Methods and techniques of data collection

### 4.2.1 Data collection techniques

There are many different techniques of data collection that we need to obtain in order to confront our theoretical assumptions with practice, explain the behavior of the system under study, or reveal a problem that deserves a solution. In general, we distinguish these methods of data collection:

- **Direct or indirect (via some indicators) observation**, which is focused on the planned perception of selected phenomena, which are then systematically recorded (sometimes also called ethnographic research)
- **Structured interview**, in which the required information is obtained in direct interaction with the respondent. The interview can be conducted "face-to-face, or via some communication medium (telephone, mail, etc.)
- **Questionnaire** in which the respondent answers in writing the questions of a printed or electronic form
- **An experiment** in which we expose the investigated system to the action of specific, predetermined conditions (input quantities) and evaluate their influence on the outputs and behavior of the system
- **Document analysis** is the analysis of any documents that were not created for the purpose of our research.

### 4.2.2 Formulation of questions

**In terms of the form of the answer**, we can choose a closed, open or scale form.

- Closed questions provide two or more pre-formulated answer options, from which the respondent chooses without the option of his own choice.



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- For open questions there are no pre-formulated answers, the respondent answers at his own discretion.
- Sometimes the form of semi-open questions is used, they provide possible answers, but at the same time it is possible to add your own variant.

**In terms of purpose,** these may be issues oriented towards

- characteristics of objects, persons, etc. that interest us
- or to questions concerning the existence of certain relationships linking the variables of our research or the subjects designated by them.

**In terms of function,** these may be questions

- filtering (classification), which are intended to separate part of the respondents who cannot answer the question, or to divide the respondents into groups, which will be asked different questions.
- finding out, objective state of values of certain quantities (elements or their relations) of the system or opinions of respondents on selected problems and their possible causes or ways of their solution.

### 4.3 Methods of quantitative research

The aim of quantitative research is to test hypotheses (Disman). Quantitative research requires strong standardization (*ceteris paribus*), which ensures high reliability. Strong standardization necessarily leads to a sunny reduction of information. Instead of fully describing his opinion (experience), the respondent is limited to choosing one category from the offered, often very small, set of categories. This necessarily leads to low validity.

The logic of quantitative research is deductive. In the beginning, the problem exists either in theory or in reality. This problem is "translated" into working hypotheses. These are then the basis for the selection of variables. The output is then a set of accepted or rejected hypotheses.



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#### 4.4 Methods of qualitative research

The goal of qualitative research (Disman) is the creation of new hypotheses, new understanding, new theories. Standardization in qualitative research is weak and therefore qualitative research has a relatively low reliability. Weak standardization of research, the free form of questions and answers do not impose such restrictions as quantitative research. Therefore, it can potentially have high validity

The logic of qualitative research is inductive. At the beginning of the research process is observation, data collection. Then the researcher looks for the regularities that exist in these data, looks for the meaning of these data, formulates preliminary conclusions and the output can be newly formulated hypotheses.

#### Student 's notes

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## 5 RESULTS OF BACHELOR'S THESIS

### 5.1 Bachelor's thesis

The bachelor's and master's thesis differs mainly in its final part. The aim of the bachelor's thesis is based on the analysis and synthesis of analytical knowledge to develop final recommendations for improving or changing the current state of the problem, which was solved in the work. Recommendations must:

- be based on the performed analyzes.
- have a logical connection to theory and analysis!
- Be real!
- also contain recommendations for possible further solution procedure.

In the final part of the bachelor thesis, it is also appropriate to develop a cost and risk analysis. Due to the fact that you will be a graduate of the field of study Economics and Management, you must be able to quantify the costs of your proposed recommendations! When evaluating your work, we cannot be satisfied with stating that the recommendations will be expensive or that they cannot be quantified. Always remember above all the feasibility of the recommendations and their financial complexity. It is not possible to propose, for example, the construction of a motorway in the Zlín Region for CZK 5 billion to improve tourism in the area without knowing and being able to determine the return on your recommendation and the financial possibilities of the region. It is also not possible to propose the purchase of a new production line for a production company at a purchase price of CZK 5 million without you having information on the financial situation of the company. All these recommendations must be substantiated.

### 5.2 Master's thesis

Everything mentioned above applies to the diploma thesis. The aim of the diploma thesis is to develop a project on a given topic. All analyzes and procedures that you will implement in your diploma thesis must lead to the elaboration of a project with all the requisites.

The project must:

- be based on the performed analyzes.



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- have a logical connection to theory and analysis!
- be realistic and feasible!

The reality and feasibility of the project is its important feature! Based on the knowledge gained during the study, both in the bachelor's and master's study program, the student should be able to compile a project that would be viable in business practice or in the public or non-profit sector.

The project does not end with a recommendation! As mentioned above, the recommendations are the result of a bachelor's thesis. The project is an extension. The student chooses on the basis of his / her own discretion which recommendations he / she will develop into a project form in order to fulfill the principles of the diploma thesis.

The student can choose whether to develop an idea or implementation project.

An idea project is defined by the goal, which is to determine the basic ideas about the future state of the design object and the levels, content and form of project elaboration.

The implementation project includes the design (planning) of project objectives and a hierarchical description of objectives, including their justification and expression of hypotheses of their implementation, as well as structural design, which is a description and evaluation of the structure of the completed projected object.

The costs and means of realizing the projected goals - projecting costs - should not be just a project of monetary costs. An important part of this point is the expression of requirements for the number and qualification of the workforce, for the division of labor in the elaboration of the implementation project between the employees, the contracting authority and the implementer.

An essential part of the thesis should be to define the benefits and calculate the return on investment.

These are not only internal benefits and effects, the benefits for the organization of the contracting authority are also determined, but also the external benefits for the users of the project, or for the community in which the project will be implemented.



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An essentially different feature is that in designing efficiency, the risks associated with both the project implementation process (procedural risks) and the risks associated with the final result must be considered.

Time design, which concerns the processing time and the time of project implementation and which in this phase may not yet be a detailed planning of individual phases, usually closes the structure and process of design.

**Student 's notes**

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## 6 PROBLEMS IN BACHELOR THESIS

In the following chapter, you will learn about the most common errors that occur in bachelor's and master's theses.

### 6.1 Formal adjustment of bachelor's thesis

Non-compliance with the Rector's Directive SR / 12/2009 Uniform formal regulation of university qualification theses, their storage and access, including the BACHELOR'S THESIS and DP template.

### 6.2 Failure to comply with bachelor's thesis award

The student has about 2.5 months in the winter semester to specify the title of the work and its terms of reference. Commissioning is an official document that must be followed unconditionally. This means that the content of the work must meet official requirements. It must not be diverted from it.

Do not underestimate the preparation of the title of the work and its assignment. Consult the individual variants of the title and assignment proposals with the head of your bachelor's thesis. There is nothing worse than writing a job that you do not like or are not convinced that you are able to handle it.

### 6.3 Failure to meet bachelor's thesis goals

Each work should have a set objective in a possible breakdown into main and secondary objectives. These objectives must absolutely be met at work. There must be no conflict between the title of the work, the assignment, the objectives of the work, the content and the conclusion of the work.

Set goals for which you are sure that you will be able to meet them in a given time period during your study and other workload.

### 6.4 The level of the theoretical part

The theoretical part of the work reflects the student's ability to work with literary printed and electronic sources. The student is obliged to follow the citation ethics and follow the citation



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rules. The work should be based on the latest resources on the issue. An adequate amount of resources should be used. The student should also use foreign literature or electronic resources.

Study the issue from the latest literary or electronic sources. It is not appropriate to make excuses that other resources are not available in the University Library. There is not only a University Library! The university student should be able to find other study materials in a foreign language. There are electronic databases, electronic books and journals to which the student has access within the TBU network. Last but not least, there is also an interlibrary loan service. Beware of plagiarism! It is also not possible to quote the 30-page theoretical part from two or three sources!

### **6.5 Level of analytical part**

The analytical part of the work should have a logical connection to the theoretical part.

### **6.6 Use of inadequate methods**

The use of different methods is suitable for each work.

### **6.7 Language level of work**

Even an excellent bachelor's thesis can disqualify a language level! Have your final job read by someone from your family or a friend, especially if you are unsure of your language skills. An independent person will discover the most mistakes and typos. Do not rely on Word to check spelling. Avoid using unwritten terms and keep in mind that this is a scientific work, so scientific austerity is no minus.

### **6.8 Overview and amount of literature**

See. point Level of the theoretical part. In bachelor's thesis, the theoretical part forms half of the work (often even more). For DP, this is only a third of the scope of work. It is necessary to pay attention to this difference and adapt the choice of literature to it.



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### 6.9 Literature citations

All sources that were used in the work must be cited. The student is obliged to follow the citation ethics and follow the citation rules.

### 6.10 Novelty of the topic

You will not be amazed by a topic addressed by another 30 of your colleagues, which has been addressed by another hundred former students in recent years. Even a completely classic theme can be taken in a new perspective and bring your own invention into it.

### 6.11 Bad cooperation with the head of bachelor's thesis

Some students believe that they are able to write a bachelor's thesis without consulting their supervisor. Many students can handle it, but there are those who do not know how to handle it.

Regular consultations with the supervisor after the completion of predetermined chapters of the work are recommended. The consultation should take place on the completed parts of the work and the student should also come up with an idea for the future to continue. This should also be the subject of a consultation. If a student does not attend consultations, he cannot expect a positive evaluation from the supervisor.

### Student's notes

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## 7 BACHELOR THESIS DEFENCE

This part is based primarily on the internal directives of Tomas Bata University in Zlín and the Faculty of Management and Economics.

The course of the final examination (hereinafter referred to as “FE”) is specified in the relevant Internal Regulations of FaME.

There are two parts of FE:

- 1) Bachelor's thesis defence
- 2) Examination from the field of study connected with Degree Programmes and Courses as well as the focus of bachelor's thesis (so-called “expert discussion”).
  - For the purpose of the expert discussion, there are specific topics for each Degree Programme. These are made available via the information system of FaME by the end of February of a relevant academic year, at the latest. A part of FE in the BS at VOŠE is a foreign language examination.
  - Final examination deadlines at FaME are set in the time schedule for a given academic year. Vice-Dean for Pedagogical Activities appointed by the Dean for Bachelor's degree programmes is in charge of the final examination content, organization and course. Subject Guarantors appointed by the Dean for Master's degree programmes are in charge of the final examination content, organization and course. The entire administration connected with submitting Bachelor's and Master's theses, their defences, as well as the course of final examinations, are registered at Secretariats of relevant Departments.
  - FE retake dates are stated in the time schedule of a relevant academic year.
  - A report on FE is recorded in the IS/STAG as well as in writing – in Czech or English – according to the accredited Degree Programme. Keeping the record of FE follows a relevant Internal Regulation of FaME.
  - The Board Secretary appointed by the Dean is in charge of keeping the record of FE.
  - The Dean's Directive Organization, course and evaluation of state final examinations govern the current course of state final examinations.



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## 7.1 Final Examination Board

- The course and organization of FE follow a relevant Internal Regulation of FaME.
- The Chairperson and other members of the Board are appointed and called off by the Dean of FaME. The Dean also appoints the Board Secretary who is in charge of administrative procedure. The Chairperson is responsible for the course of FE and shall report on it to the Dean of the Faculty.
- Final examination board (hereinafter referred to as "examination board") meetings are summoned by the Dean of the Faculty in a written form and well in advance. The Chairperson appointed by the Dean is in charge of the examination board meeting. In his/her absence is in charge of the meeting the Vice-Chairperson or another member of the examination board appointed by the Chairperson.
- The examination board follows the Rules of Procedure for final state examinations that form an integral part of a relevant FaME Internal Regulation.
- The Dean of FaME appoints the examination commission.
- Only professors, associate professors and other academic staff of TBU have the right to take the final examination.
- The minimum number of members of the SZZ commission in subsequent master's degree programs, including the chairman, is five. The minimum number of members of the SZZ commission in bachelor's degree programs, including the chairman, is three.
- The Examining Board has a quorum if an absolute majority of the members is present. Meetings of the examination commission are chaired by the chairman, in his absence by the vice-chairman, or a member of the examination board appointed by the chairman.
- The chairman of the commission and other members of the commission are appointed and removed by the Dean of FaME. The Dean also appoints the secretary of the commission, who ensures the organizational and administrative activities of the commission. The chairman of the commission, the dean of the faculty, is responsible for the activities of the commission.





- Meetings of the examination commission are chaired by the chairman, in his absence by the vice-chairman, or a member of the examination board appointed by the chairman. During the absence of the chairman, they transfer to the vice-chairman, or the rights and obligations of the chairman of the examination commission.
- The chairman of the selection board shall in particular perform the following activities:
  - initiates the work of the examination commission,
  - begins and ends the examination and defence of individual graduates, bachelors,
  - leads the vote, instructs the Secretary to enter the minutes and the following checks records,
  - announces the results.

## 7.2 The course of the final state examination

In compliance with the time schedule announced by the Dean, a student may take the final examination if s/he has:

- 1) accomplished all duties in a given degree programme,
  - 2) applied for the final examination,
  - 3) submitted the Author Statement (see Appendix 3),
  - 4) furnished a Master's or Bachelor's thesis for a defence.
- As for the 2nd part of the final examination, there are topics for particular degree programmes set. These are made public by departments via FaME information system in February of a given academic year, at the latest.
  - The time course of the final examination is made public by particular departments five working days before the start of the final examination according to the time schedule of tuition for a particular academic year, at the latest.
  - A student must be present at the final examination two hours before the official examination time according to the time course of the final examination, at the latest.
  - If a student fails to meet the fixed deadline for his/her final examination or a retake, s/he must submit an excuse to the Dean on the fixed examination deadline day, at the



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latest. In exceptional cases, the Dean may decide in favour of the excuse independently no later than five days after the final examination date or five days from the day on which the reasons for absence from the final examination ceased to exist. The student is obliged to provide documentation proving serious reasons for his/her absence from the final examination. In the event that the excuse is accepted, the Dean determines an alternate date of the final examination.

- If a student fails to take the final examination without an excuse or his/her excuse is not accepted by the Dean, s/he is assessed as if his/her performance at the examination were assessed as “unsatisfactory“ (F).
- Time course of the final examination is set by the Time Schedule of Course of the Final Examination for Bachelor's and Master's degree programmes.
- A student may cancel his/her participation in the final examination in writing on the official deadline day for Bachelor's or Master's thesis submission, at the latest.
- For each final examination, a record is kept on the course of the final examination, which is signed by the chairperson and all final examination board members present. A specimen signature is a part of the final examination record.

#### **Bachelor's degree programs: 50 minutes**

- 10 minutes introductory word of the student to the bachelor's thesis
- 5 minutes opponents 'statements, student's answers to opponents' questions
- 10 minutes discussion for the bachelor thesis
- 20 minutes expert discussion (questions from commission members)
- 5 minutes commission decision

#### **Follow-up master's degree programs: 60 minutes**

- 10 minutes introductory word of the student to the diploma thesis
- 5 minutes opponents' statements, students' answers to opponents' questions
- 10 minutes discussion for the diploma thesis
- 30 minutes expert discussion (questions from commission members)



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5 minutes      commission decision

### 7.3 Evaluation of state final exams

The commission decides on the evaluation of examinations and defence of the thesis, as well as on the evaluation of the overall result of the SZZ in a closed session. The evaluation is proposed by the chairman of the commission, taking into account the opinions of the members of the commission, the level of the defended work and the course of its defence, the level of knowledge that the student demonstrated in the oral exam. The proposed evaluation is approved if more than half of the present members of the commission agree it. In the event of a tie, the chairman, in his absence the vice-chairman or another member of the examination commission appointed by the chairman, who manages the state exam, decides.

### 7.4 Bachelor's thesis presentation and bachelor's thesis defence

The chosen method of bachelor's thesis presentation depends entirely on each individual student. Therefore, the recommendations in the following chapter are for information only, they are not binding in any way.

In both cases, both during the bachelor's thesis presentation and during the DP presentation, 10 minutes are set aside for the defence. The content of the presentation must be adjusted to this time limit.

If we summarize the general rules of the bachelor's thesis defence, it can be said that:

#### 7.4.1 Content requirements

- The student should consult the content of the presentation with his / her bachelor's thesis supervisor.
- At bachelor's thesis, the student should focus on the presentation of the company (institution) for which he developed the work, the objectives of the work, the chosen methodology, the main results of analyzes and especially at the end of the defence on the recommendation.
- For MT, the structure of the presentation is identical to bachelor's thesis, but the emphasis should be on the project itself.



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- It is not recommended to present the theoretical basis of the work. Only if you work with unique methods, procedures or solve not completely known issues, it is appropriate to explain it very briefly.
- Do not insert long texts into presentations, only bullets (clues) and presentations "from the floor" are recommended. Reading a presentation, whether from a computer or canvas, or even from notes you may have with you, will immediately disqualify you! However, it is advisable to have notes ready in case of "technical failure".
- It is assumed that the student is able to think complexly and in the discussion of bachelor's thesis questions may arise that are not directly related to the topic of the work, but it is assumed that the student should know about them. It cannot be assumed that the discussion will take place solely and exclusively on the topic of the work. It can also take place on another topic.
- The student should thoroughly prepare for the questions of the supervisor and the opponent of the work. He may, if he deems it necessary, prepare the answers in the form of a presentation.

#### 7.4.2 "Technical" requirements

- Presentation of the work is expected in Microsoft PowerPoint. It is advisable to have a presentation backed up on several media in case one of them does not work.
- Due to limited time, we recommend 10-12 images in PowerPoint.
- In no case should the student exceed the set limit for the presentation. It is advisable to try the defence at home (on campus or elsewhere).
- The presentation should have a uniform visual style, no excessive color variety is recommended. It is necessary to choose the colors so that everything is clearly visible during the defence. Keep in mind that the projector distorts colors!
- The student may have notes on the presentation in his hand, but it is not recommended to have a coherent text with you and read it.
- It is recommended to have a working version of the whole bachelor's thesis / DP with you in case of targeted queries on a specific chapter, table, citation, etc. In the discussion on bachelor's thesis, the student may be able to browse the work and respond better to questions.





## 7.5 Bachelor's thesis evaluation

Both bachelor's and master's theses are evaluated according to the same criteria. These are:

- Difficulty of the topic of the work
- Fulfillment of work goals
- Theoretical part of the work
- Practical part of the work (analytical part)
- Practical part of the work (solving part)
- Formal level of work

## 7.6 Final Examination Assessment

- The final examination board (hereinafter referred to as "examination board") decides upon the overall assessment of the final examination and the defence at a closed session. The chairperson who considers the examination board members' standpoint upon the thesis level and the course of the thesis defence proposes the assessment. Further, s/he takes account of the knowledge level proved by a student during the oral examination. The assessment proposal is accepted as long as it wins majority of the votes of the examination board members present. In the event of the parity of votes, the vote of the chairperson (vicechairperson) or other member of the final examination board appointed by the chairperson, who is in charge of the procedure, is decisive.
- The chairperson (vice-chairperson) or other member of the final examination board appointed by the chairperson on the day of the final examination announces the result of the final examination publicly.
- The assessment of Master's or Bachelor's thesis defence results from Master's/Bachelor's Supervisor and Reviewer's Assessment proposals.
- When marking FE and its individual parts, ECTS Grades are used in compliance with Article 14 of SER. Based on marking the individual parts of FE, an overall mark for FE is awarded in the following manner: the arithmetic mean of numerical grades for individual parts of FE rounded to two decimal places is converted to ECTS Grades according to the following table:



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ECTS Grade	Verbal Equivalent	Numerical Grade
A	Excellent	1,00 – 1,24
B	Very good	1,25 – 1,50
C	Good	1,51 – 2,00
D	Satisfactory	2,01 – 2,50
E	Sufficient	2,51 – 3,00
F	Unsatisfactory	-

- If a student is marked in both parts of FE and only in one of them with “Unsatisfactory” (F), a student may retake only this part of FE on the retake examination date. This does not apply to a student who is marked in any part of FE with “Unsatisfactory” for the reason of not being present without any excuse or the excuse is not accepted.
- If a student's performance in the 1st part of the final examination, i.e. Master's or Bachelor's thesis defence, is assessed better than as "unsatisfactory" (F) and the 2nd part as "unsatisfactory" (F), the student may retake within the retake period only the 2nd part of the final examination, i.e. the specialist discussion from all subjects.
- If a student's performance in the 2nd part of the final examination (i.e. subjects' examination) is assessed better than as "unsatisfactory" (F) and the 1st part of the final examination as "unsatisfactory" (F), the student may retake during the retake period only the 1st part of the final examination, i.e. Master's or Bachelor's thesis defence. The reasons for the board's decision are stated in the final examination record.
- If a student's performance is assessed as "unsatisfactory" (F) in both parts of the final examination, the examination board decides upon the grounds which are written into the final examination record.
- If a student's performance in the Master's or Bachelor's thesis defence is assessed as "unsatisfactory" (F), the original thesis will be available to the supervisor, reviewer as well as the board, which will evaluate a thesis newly submitted for the defence in the retake period of the final examination.





- In the event that a bachelor's thesis is not successfully defended, a student is not allowed to
- resubmit an identical bachelor's thesis during the retake period. A new bachelor's thesis must be amended based on the final examination board's proposal or it must be rewritten. The decision to amend or rewrite the bachelor's thesis lies solely within the final examination board's authority, it is in writing and is to be found in the appendix of the final examination record.

## 7.7 Final Examination Record

- The record of the course of final examination is kept according to internal rules of TBU and Internal Regulation FaME.
- The examination board secretary upon chairperson's instructions keeps the record. The chairperson is responsible for the record's formal level and accuracy.
- The record includes:
  - the course and grading of the 1st part of final examination (bachelor's thesis defence), language of defence (Czech or English), the questions asked and the answers (answered completely, answered partially, not answered),
  - the course and grading of the 2nd part of final examination, i.e. all subjects including additional questions and the answers (answered completely, answered partially, not answered),
  - overall assessment of the final examination,
  - overall assessment of properly completed study,
  - an examination board's possible proposal for awarding the graduate and its rationale.
- Record's appendices consist of bachelor's thesis supervisor's and reviewer's report, including the supervisor's note on originality of the work, in justified cases an excuse letter or a copy of the Dean's decision on the acceptance of the excuse letter, and in case of assessing any part of the final examination as "unsatisfactory" (F), reasons for failing particular parts or the whole final examination must be stated. Upon the final examination board chairperson, the board secretary prepares grounds for failing particular parts or the whole final examination as well as decision to amend or rewrite





the bachelor's thesis. The justification/decision in two copies is signed by the examination board chairperson and a student. One of the copies forms an integral part of the examination record and the second one is given to a student. In case a student does not accept the justification/decision in writing, the chairperson informs a student about the content orally when at least two examination board members are present. Subsequently, the examination board secretary prepares a record stating that a student has been informed about the justification/decision, which is signed by the examination board chairperson and at least two examination board members present, and this becomes the record's appendix.

- The course of bachelor's thesis defence and the specialist discussion of the final examination including the grading of individual parts have to be recorded by secretaries of respective final examinations directly into the TBU Information System STAG (hereinafter referred to as "IS/STAG"). As soon as the grading of the students is recorded, the secretariat of a relevant department prints out the final examination records and passes them to the chairperson of the final examination board to be checked.
- The chairperson checks the assessment recorded and presents it to the members of the final examination board.
- The final examination records are signed by the chairperson and all final examination board members present.
- At the end of each final examination day, the examination board secretary passes the signed records, including all appendices, about the course of the final examination to a relevant department secretariat.

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## 8 ETHICS OF SCIENTIFIC WORK

Ethics (a set of moral principles) of scientific work is a complex and sensitive issue, and the dissertant should be aware of and, of course, follow the relevant rules of "decency". The goal of research ethics is to ensure that no one is harmed and that no one suffers the consequences of our research. For our purposes, these rules could be summarized in the principles:

- Don't brag about "foreign feathers"!
- Do not understand factual criticism as hostility!
- Publish only correct and verified conclusions!
- Always tell everyone what I do and why I do it!
- Always keep what I promised someone!
- Share selflessly about your knowledge and experience with your co-workers!

In practice, an ethical issue may occur at these stages of dissertation processing

- When processing (using) information sources, where we should always properly cite the source in the text. This applies not only to text passages, but especially to various tables and graphs. If the table or graph is my own work, then don't be ashamed of it and state "the author's own source"
- If more than one employee (dissertation) is involved in one particular research, then always explicitly state what is my work (benefit) and if it is not possible not to be afraid to state that it is a joint work of the named persons.
- In the case of various surveys, be it a questionnaire, an interview or an action survey, all respondents or observers should always be clearly told the purpose for which the research is being conducted and the information obtained should not be used for anything else.
- Especially in the case of qualitative research, the "researcher" often comes into personal contact with the interviewee and should respect his / her right to privacy. This means realizing that he needs something and not being interviewed and acting accordingly. To be considerate of the interviewee, to respect his time and knowledge possibilities and to ask him only those questions that are relevant to the researched problem. Only in this way does he have a chance to gain his trust and thus a chance to obtain other useful information beyond the original research plan.



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- It goes without saying that the information obtained through the survey should always be "confidential" (Confidentiality principle) and should in no case be communicated to "third parties". If the results are published, always with the consent of the respondent, or only as aggregated information without identifying the respondent.
- In connection with the publication of research conclusions, it is necessary to comply with the requirement of quality (correct) research (so-called Right to quality). Although it does not seem so, this principle is part of ethical principles, because poor quality research can in some cases harm many entities, who, for example, may believe in incorrect research results and thus suffer significant damage.

### 8.1 What is Plagiarism?

Plagiarism includes not only copying the exact words of another author, but also using his or her ideas without properly acknowledging where they come from. The process and form of such acknowledgments are referred to as "citation." Plagiarism is both an ethical issue and a legal one: i.e., plagiarizing is actually illegal as well as unethical. It is considered stealing the ideas of another person and violating their rights as an author. Laws prohibiting this are known as copyright laws. Because violating these rights is considered such a serious offence, it is something that must be taken very seriously by writers and those who supervise them.

Many people think of plagiarism as copying another's work or borrowing someone else's original ideas. But terms like "copying" and "borrowing" can disguise the seriousness of the offense:

According to the Merriam-Webster online dictionary, to "plagiarize" means:

- to steal and pass off (the ideas or words of another) as one's own
- to use (another's production) without crediting the source
- to commit literary theft
- to present as new and original an idea or product derived from an existing source

In other words, plagiarism is an act of fraud. It involves both stealing someone else's work and lying about it afterward.

All of the following are considered plagiarism:



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- turning in someone else's work as your own
- copying words or ideas from someone else without giving credit
- failing to put a quotation in quotation marks
- giving incorrect information about the source of a quotation
- changing words but copying the sentence structure of a source without giving credit
- copying so many words or ideas from a source that it makes up the majority of your work, whether you give credit or not (see our section on "fair use" rules)

Most cases of plagiarism can be avoided, however, by citing sources. Simply acknowledging that certain material has been borrowed and providing your audience with the information necessary to find that source is usually enough to prevent plagiarism. See our section on citation for more information on how to cite sources properly.

It is also important to remember that changing one or two words in the text of another author, and presenting it without quotation marks, is not acceptable. In other words, doing this would still be plagiarism, even if a few words are changed or left out.

Very important note: Direct translation from any language into English is considered a direct quotation and must be treated. As with English sources, a change here and there in translation is not acceptable.

Another problem arising from writing text directly from the original is that the author will tend to use not only the words, phrases and sentence structure from the original, but also the overall organization and ranking of the original author. This is not good. The work of the student researcher is then "driven" or at least excessively influenced by the resource, instead of being controlled by the student and the specific needs of the student work. Supervisors who regularly monitor the work of student researchers should be able to identify when students' writings appear to be being copied or even watching the text of another (more "professional") writer too closely. Sometimes this is evident from things like vocabulary, phraseology, and sentence structure, or from the inclusion of information that is not really necessary for the student's work. If the tutor even suspects that the student is not using the source correctly (ie the Plagiarism), he / she should ask for a copy of the original text to find out what is happening. Then they can advise the student appropriately: either change the text significantly or use quotation marks correctly.





## 8.2 Bachelor 's thesis time management

We recommend that you prepare a time schedule for your work from registration to submission. For example, regular checks on your schedule will give you an idea of when You should stop looking for your topic and start writing.

As mentioned above, you should intensively search for relevant literature beforehand job registration. You should not register empirical work before the necessary data are available, or at least not before you are sure what the data sources are and how you are he can get them. Empirical work hides risks, even if data are already available. For for example, the data obtained may be of poor quality. During your You may also find that you need additional data that is difficult to obtain.

Under normal circumstances, you will spend the first weeks of work on your thesis reading, reading and more reading. At the end of this process, you should clearly assume the structure of your thesis. It goes far beyond a mere outline, because it contains specific ideas and lines in each part reasoning. Then you should describe your outline of life and start formulating parts of your thesis.

Writing a thesis usually takes longer than originally expected. However related the feeling of success after you have warmed up the section is extremely motivating.

### Student 's notes

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