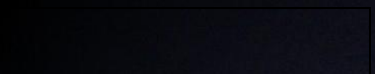




Kazimieras  
Simonavicius  
University

**BUSINESS INNOVATION & COMMUNICATION SCHOOL**

# **METHODICAL GUIDELINES FOR THE PLAN OF THE BACHELOR THESIS**



## **PURPOSE OF METHODOICAL GUIDELINES**

Methodical guidelines for the plan (hereinafter the Plan) of the Bachelor Thesis are issued for the students of the Business Innovation and Communication School of Kazimieras Simonavičius University for the Bachelor's studies programme of the Management and Business fields of studies, of the area of Social Sciences.

## **SUBMISSION OF THE BACHELOR THESIS FOR ASSESSMENT**

In the spring semester of the 3rd year (i.e. semester 6), at the specified timing, students must consult the thesis supervisor and prepare a plan under his guidance and methodological assistance.

Students must submit the printed version of the final plan to the coordinator of full-time studies by June 30. Students also must send an electronic version of the plan by the specified deadline to the Head of the Business Innovation and Communication School. If the hard copy and electronic copy of the plan are not submitted by the specified deadline, the plan shall not be considered and not evaluated (the plan is valued with a credit). The electronic version is mandatory so that the commission reviewing the plan can have an in-depth access in advance to the student's thesis. The evaluated version of the hard copy and electronic copy of the plan later is not returned to the author. It is stored in the archive of the Business Innovation and Communication School

## **APPROVAL OF THE THESIS SUPERVISOR**

The thesis supervisor must sign on the cover page of the plan, to confirm that the student has drafted the plan properly, and was consulted on the scheduled time. It is also a confirmation that the supervisor is familiar with the situation of the student's thesis, and approves the preparation of the final thesis. If the supervisor does not sign on the cover page of the plan, then the management and/or special commission of the Business Innovation and Communication School (hereinafter the commission) makes a decision whether the plan complies with the requirements and/or it can be used for the subsequent preparation of the final thesis. The commission may disagree with the permission of the supervisor to proceed/not proceed with the thesis, and reconsider the plan of the student, after contacting the supervisor additionally.

## **ASSESSMENT OF THE BACHELOR'S THESIS**

Within 5 working days of the submission, the plans are reviewed and evaluated by the special commission formed by the Head of the Business Innovation and Communication School. The supervisor is not required to attend the meeting of the commission. The commission must issue the minutes of its meeting.

If the plan is rejected, the student cannot proceed to the preparation of the Bachelor Thesis; the revised plan must be resubmitted in the beginning of the autumn semester (i.e. semester 7). The reevaluation is then rescheduled.

Students who participate in the Erasmus+ exchange programme during the plan presentation, and are not in Lithuania, must send the thesis to the full-time coordinator of studies (studijos@ksu.lt) and the Head of the Business Innovation and Communication School only by e-mail.

## **STRUCTURE OF THE BACHELOR'S THESIS**

The plan structure must comply with the main formal “Requirements for Bachelor’s Thesis and Methodical Guidance”. Therefore, this document only contains not general, but specific information (recommendations and guidelines).

The plan consists of the same main parts as the Bachelor's Thesis: table of contents, introduction, several main parts and research, conclusions, list of references and annexes (optional).

**Introduction.** It is understandable that the plan is not a final work, therefore, there is no need to submit a fully elaborated introduction. In this case, students are only required to submit a preliminary introduction and not necessary to list all structural parts. They are only discussed and described. Each research work must address a certain problem. The success of the work depends on the correct naming of the problem, therefore, it is advisable to briefly discuss the “problem field”. The students can also submit 2 – 6 theses describing the problem. Later, when preparing the work, these theses will be helpful in clearly identifying and justifying the problem.

Special theses can also be used to describe the work object. It is advisable to define the work object as clearly and specifically as possible.

The students must formulate the purpose of work. Most often, academic papers have only one purpose. In preparing the plan, the purpose can be described in the same explanatory sentences. It is advisable to formulate both the object and purpose of work as clearly and precisely as possible.

It is necessary to raise the tasks to achieve the purpose. The tasks usually refer to the stages of work

identifying the solutions of the problem, issues that have to be clarified, analysed, understood etc. They are related to the parts listed in the contents of the work. Every part of the work or its subcomponents (smaller parts) are prepared by raising a task, leading to the general purpose of the entire work. If the student is still unable to identify the tasks accurately and precisely when preparing the plan, then each of them can be described in different paragraphs.

It is important to choose the right methods that will be applied for the achievement of the final purpose, and for solving the problem. Students may include a big number of problems in the plan, but each of them must be described: special features of the method, how it is applied, in which part of the work it will yield results. It is advisable to list alternative methods as well: what methods can be used, if the main methods do not render the expected result. Methods must be based on the references to scientific sources with discussions, regulation of the application, and brief description of each method.

The introduction must specify the novelty of the future work, its difference from other similar works, and the exceptional result that should be achieved. It is advisable to discuss major scientific literature sources, to list at least 10 positions and briefly present them in a few sentences, linking with the main purpose of the work, and with the defined problem area. Introduction of the plan can be concise, consisting of 1 – 2 pages.

The plan must contain the part of the final thesis. After formulating the introduction of the plan, each section of the paper is described. Typically, classical academic papers have three sections with subdivisions, and secondary parts (or subsections). Both sections and their subdivisions have titles and numbers in Arabic numerals.

The first section is used to discuss the theoretical background, and identify the main benchmarks for the performance of the research. In this section students must briefly describe the scientific literature and sources they will use, present concepts and theories that they will analyze and compare. It is required to mention scientific sources, literature and provide a brief explanation in a few sentences about their special features, problems analysed in the sources, useful points in the development of the relevant part of the plan. It also must contain the description of subsections of the described section. It is advisable to explain how the content is linked with the material already discussed. In the first part students can also describe specific cases or scientific achievements before the paper has been started.

The second section is generally designed for identifying the necessary instruments for the subsequent research. This section also has to be related to the previous section. It will determine the nature of the research. This section must contain the describing text, a vision how it will have to be implemented and

linked with the purpose of work, and its tasks allowing to discuss the problem.

The third section is usually dedicated for the research, specifications of the research results, discussions and recommendations. This section can be used for description of more than one, even several options of research, present a preliminary questionnaire, and the like. Students can also briefly present and describe similar research that have already been performed in science. They can be used in the research of the student's paper. When preparing a survey questionnaire, identifying the audience, etc, students can use literature and references (providing references and brief description to them).

It should be noted that the structure of the paper, and its secondary parts, the relation and layout will be discussed individually with the supervisor. Depending on the purpose of the thesis, the number of sections and subsections for the problem could be higher or lesser. The description provided above is only indicative. All sections of the work may take 7 – 12 pages.

**Summary.** Typically, the paper ends with conclusions. Naturally, the conclusions are presented after completing the research, and elaborating all sections. Therefore, it is not possible or appropriate to present conclusions in the plan. In this case, students can submit a summary with only the forecasts of the expected research results, describing potential options, adaptable in respect of different data that will be obtained later (if any). Students can provide the potential areas of use of the research, how it can change the problem field described in the introduction of your paper. We recommend the scope of the work summary to be limited to 1 page.

**Literature and references.** After the summary, students must provide the preliminary list of main preferences and sources, that will be used in preparing the final thesis. It is advisable to prepare 1 – 2 pages.

### **FINAL REMARKS**

1. Before starting the plan, we advise to analyse the “Requirements for Final Bachelor's Thesis and Methodical Guidance” and to discuss the flow of work with the supervisor.
2. The cover page of the plan must be signed not only by the supervisor but also the student, to notify his authorship. If the consultations for the paper were delivered not only by the supervisor but also a consultant appointed by the Business Innovation and Communication School, he must also sign on the cover page. After consideration of the plan, the Head of the Business Innovation and Communication School must sign in the box of conclusions to approve the decision of the commission, certifying whether the plan is in line with the requirements, and if the final bachelor

thesis can be further develop.

You will find the specialty code that you must write on the cover page, in the beginning of this description.

1. Before the introduction, be sure to present the preliminary table of contents for your future final thesis.
2. You are not required to draft a summary.
3. If the wording of the title of your Bachelor Thesis is not yet final, it is advisable to list several optional titles in the introduction, that can replace and specify the current wording in the future.
4. The recommended volume of the plan is 10 – 15 pages. Annexes are not included in the volume of the plan.
5. Students are not required to prepare and submit annexes. They can only be identified during the progress of the work (if students are going to prepare annexes in the future). However, if you decide to present annexes with the work, their number and content are not limited. Annexes must be numbered, and you must indicate in your paper why and what annexes you are going to prepare, how they will be useful for the work and for research, how they will help to achieve your main objective.
6. Clerical rules (font size, margins, distances, etc.), list of references, quotations and links, rules for presentation of drawings and diagrams are specified in the “Requirements for Bachelor’s Thesis and Methodical Guidance”.
7. The plan presented for evaluation should not only be printed but also bound.
8. The written text must comply with the requirements for academic language and grammar and style.
9. The plan must have a cover page (see Annex 1)

**ANNEX 1. Cover form**



**Kazimiero Simonavičiaus  
universitetas**

Full name of the student

TITLE OF THE BACHELOR THESIS

Thesis Programme of studies (state code)



**Kazimiero Simonavičiaus  
universitetas**

Full name of the student

TITLE OF THE BACHELOR THESIS

Thesis Programme of studies (state code)

Supervisor: \_\_\_\_\_  
(academic degree, full name, signature)

Consultant: \_\_\_\_\_  
(academic degree, full name, signature)

Student: \_\_\_\_\_  
\_\_\_\_\_  
(signature)

Conclusion of the Commission:

\_\_\_\_\_  
(Credit/no credit)