

## Project B: Project with knowledge transfer

Title	Project B: Project with knowledge transfer
Semester	F2024
Master	Virksomhedsstudier / Virksomhedsledelse / Business Administration and programme in Leadership
Type of activity	Project
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at <a href="https://ruc.dk">ruc.dk</a>

### REGISTRATION AND STUDY ADMINISTRATIVE

You register for activities through [stads selvbetjening](#) during the announced registration period, which you can see on the [Study administration homepage](#).

Registration for project-exam: Please remember to confirm your registration by signing up for exam as a group when the group formation is final. The registration is through [STADS Online Student Service](#)

#### Registration

When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose.

Number of participants

ECTS 15

Responsible for the activity

Mette Apollo Rasmussen ([apollo@ruc.dk](mailto:apollo@ruc.dk))

Head of study Mette Apollo Rasmussen ([apollo@ruc.dk](mailto:apollo@ruc.dk))

Teachers

Study administration ISE Registration & Exams ([ise-exams@ruc.dk](mailto:ise-exams@ruc.dk))

Exam code(s) U60028GB

## ACADEMIC CONTENT

### Overall objective

Students write a project report based on a self-selected topic and research question. Students search and select the relevant academic literature, and find or generate the relevant empirical evidence needed to answer the research question. The project must address a topic that falls within one or more of the themes covered in the programme, and must produce clear, management-relevant knowledge. The project must provide students with in-depth insight into a defined topic, and result in reflective considerations on the relevant theory area, the project's scientific-theoretical stance, methodological and analytical approach, and implications for management. The report must include an executive summary, PowerPoint presentation or similar communication of the result, aimed at one or more of the project's relevant stakeholders. The project is supported by a group formation process, cluster seminars and guidance sessions.

### Detailed description of the basis of discussions in the group content

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

Specifically for this project, a communication of the analysis results must be developed in formats that can concisely convey the results of the project work to relevant stakeholders.

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

If you and your group find quantitative analyses relevant to answer your research question, and your supervisor cannot help, here is an offer of assistance. We offer a workshop where a group of researchers will talk

about how to use quantitative data in projects and theses. We will present an overview of publicly available data sets, as well as the your possibilities, if you wish to collect your own data. We expect you to have taken a course in basic quantitative methods (BC 8 or equivalent).

**The workshop is held on March 6, 2024, 12:15-02:00 pm, in theory room 25.3-005**

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

#### Course

material and Reading list      Students develop their own relevant theoretical frameworks

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

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

#### Overall plan and expected work effort

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

Project and group formation The students participate in a process of project and group formation with the overall aim of forming project groups on the basis of convergence of academic interests. During project and group formation, students may encounter the following teaching methods: • Workshop introducing the work on issues relating to the study programme in Business Administration and Leadership in a problem-oriented perspective • Prepare individual study portfolios for discussion in the group • Group formation on the basis of issues relating to the study

programme in Business Administration and Leadership • Field work – thematisation of relevant issues • Clarify the problem and the need for empirical access/materials, and methods to obtain these Group project work Once the students have formed groups, they work in project groups in which they collaborate on the project report. Students collaborate on the following: Literature searching, discussions of read literature, empirical materials collection, analysis, co-writing, feedback to project members and preparation of supervisor meetings. Supervision Students are assigned a project supervisor and must participate in supervisor meetings. Supervisor meetings are an opportunity to obtain feedback on the elements and process of the project work, as well as academic feedback on the content and methodology. Students must be able to lead supervisor meetings by sending materials for preparation and an agenda, so that the group's aim with the supervisor meeting can be achieved.

#### Cluster seminar 1: Problem statement seminar

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

Cluster seminar 2: Internal evaluation • This is held just before the intensive final project phase. • Here it is expected that you have done most of the work, and just need to write the final report. You are therefore able to write an extended abstract in which you outline:

- o The problem field
- o The problem statement
- o Method
- o Your empirical data
- o Your theory
- o Analysis/discussion
- o Expected conclusion

• Size: approx. 5-6 pages • Once again, you will give and receive peer feedback, which will sharpen your final work.

#### Format

#### Evaluation and feedback

The activity is evaluated regularly in accordance with the study board evaluation procedure. The activity responsible will be informed about a potential evaluation of the activity at semesterstart. See link to the study board evaluation praxis here <https://intra.ruc.dk/nc/for-ansatte/organisering/raad-naevn-og-udvalg/oversigt-over-studienaevn/>

studienaevn-for-erhvervsoekonomi-og-virksomhedsstudier/arbejdet-med-kvalitet-i-uddannelserne/

Programme	Group/project formation, workshop and field work Project work and report writing Project guidance Cluster supervision Presentation to stakeholders Preparation of study portfolio Examination
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## ASSESSMENT

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|---------------------------|--|
| Overall learning outcomes | <ul style="list-style-type: none"><li>• The project equips students with knowledge about the concrete development, organisation and management of companies in relation to the chosen topic and the specified issue. Students learn to combine theoretical and practical studies of company issues and understand the conditions for a company's actions</li><li>• Students acquire skills in carrying out and documenting problem-oriented analyses of business issues and translating the acquired knowledge into action-relevant conclusions</li><li>• Students also learn to document and present analytical results in formats that can concisely communicate the results of project work to relevant stakeholders.</li></ul> |
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Oral project exam in groups with individual assessment.

Permitted group size: 2-6 students.

Form of examination	<p>The character limits of the project report are: For 2 students: 69,600-122,400 characters, including spaces. For 3 students: 69,600-122,400 characters, including spaces. For 4 students: 69,600-122,400 characters, including spaces. For 5 students: 69,600-163,200 characters, including spaces. For 6 students: 69,600-204,000 characters, including spaces. The character limits include the cover, table of contents, summary, bibliography, figures and other illustrations, but exclude any appendices.</p>
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The project report must include a summary in English, that is part of the assessment and a group based study portfolio.

Time allowed for exam including time used for assessment is for:  
2 students: 60 minutes.

3 students: 75 minutes.  
4 students: 90 minutes.  
5 students: 105 minutes.  
6 students: 120 minutes.

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

Permitted support and preparation materials at the oral exam: All

Assessment: 7-point grading scale.

Moderation: Internal co-assessor.

Form of Re-examination

Samme som ordinær eksamen / same form as ordinary exam

Type of examination in special cases

The student can: Demonstrate insight into the field Choose, justify and reflect upon a self-selected management problem, methodological and theoretical approach, relevant literature and the scientific theoretical background Prepare and justify a choice of empirical material. Analyse and argue for the implications of the project for management Document and present analytical results in formats that can concisely communicate the results of project work to relevant stakeholders.

The following are also included: · Abstract in Danish or English · Writing and spelling skills

Examination and assessment criteria

Oral presentation The same criteria as for the project, plus:

The student can: · Present and communicate · Engage in dialogue and discussion on the basis of the written project report

The assessment awarded for the study portfolio is pass/fail.

An overall assessment is given.

Group study portfolio Group study portfolio. Here the group reflects on how they have developed their understanding of the problem-oriented approach, how the project work has created possibilities, and how challenges have been overcome. Reflections are included on, for example, the methods used, empirical work, collaboration with organisations or the application of theory. This is submitted together with the project.

Exam code(s) Exam code(s) : U60028GB

## **Course days:**

**Hold: Cluster w. Steen Friis Thielsen**

### **Project B: Project with knowledge transfer - Cluster w. Steen Friis Thielsen**

time 20-03-2024 16:15 til  
20-03-2024 18:00

location 07.2-061 - undervisningslokale (30)

Teacher Steen Friis Thielsen ( steenft@ruc.dk )

### **Project B: Project with knowledge transfer - Cluster w. Steen Friis Thielsen**

time 01-05-2024 16:15 til  
01-05-2024 18:00

location 07.2-061 - undervisningslokale (30)

Teacher Steen Friis Thielsen ( steenft@ruc.dk )