**St. Petersburg Campus of the Federal Educational Institution**

**National Research University Higher School of Economics**

St. Petersburg School of Economics and Management

Department of Management

**APPROVED**

By Faculty Council HSE St. Petersburg

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Chairperson

E.M. Rogova

**Rules for preparing the bachelor’s thesis**

**for the educational programme Management**

**field of study 38.03.02 Management**

**bachelor’s programme**

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Approval of the academic council of the study programme

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2019, protocol number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Approval by the academic director of the study programme

\_\_\_\_\_\_\_\_\_\_\_\_\_\_2019

Jeff Downing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

St. Petersburg, 2019

*This programme may not be used by other campuses of the university or by other universities without the consent of the developers of this programme.*

This document is prepared according to the decision of the academic council of the study programme International Business and Management for the field of study 38.03.02 Management for the St. Petersburg campus of the federal educational institution National Research University Higher School of Economics (henceforth, NRU HSE).

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The rules for the writing and formulation of the bachelor’s thesis in the bachelor’s study programme MANAGEMENT / Creators. Elena Shakina, Anna Daviy, Jeff Downing – second edition, – St. Petersburg, 2018, 32 pages.

The rules for the writing and formulation of the bachelor’s thesis in the bachelor’s study programme MANAGEMENT were composed in accordance with the normative acts of the NRU HSE, ‘Regulations for Term Papers and Theses Prepared by Students of the Bachelor’s, Specialist and Master’s Level at the National Research University Higher School of Economics’ (protocol #08 from November 28, 2014, with changes approved by the academic council of the NRU HSE in protocol #03 from February 26, 2016). These rules comply in full with the revised requirements for the fulfilment of scientific work and with relevant government standards.

This programme specifies the requirements for the development and writing of the bachelor’s thesis in the study programme MANAGEMENT, defines the requirements for completing this bachelor’s thesis and provides examples of how to format the cover page, tables, graphs, reference lists, links and appendices.

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# 1. General rules

The current rules are prepared in accordance with point 1.5 in the document, ‘Regulations for Term Papers and Theses Prepared by Students of the Bachelor’s, Specialist and Master’s Level at the National Research University Higher School of Economics’ approved by the academic council of the NRU HSE in protocol #08 from November 28, 2014.

The bachelor’s thesis is completed by fourth-year bachelor students in the study programme MANAGEMENT. This thesis is completed in accordance with the Rules about the final state attestation of graduates of the NRU HSE, as approved in accordance with the decision of the academic council of the NRU HSE in protocol #34 from March 30, 2012. The bachelor’s thesis is an obligatory element of the educational programme and is prepared as a scientific project of the student. The thesis is a required part of the final state accreditation.

The preparation of the bachelor’s thesis is the final stage of the programme. Based on the results of the defence of this thesis, the state examination commission will decide whether to award the student a bachelor’s degree.

The primary tasks for the completion and defence of the bachelor’s thesis are the following:

* the deepening, systemisation and integration of theoretical knowledge and practical skills acquired in higher education;
* the evaluation and summarisation of theoretical positions;
* the application of knowledge to solve tasks in the relevant field of study
* the execution an independent research project
* the presentation and defence in a public forum of scientific ideas, positions and recommendations

# 2. Requirements for the bachelor’s thesis

The bachelor’s thesis is an independent research project on a chosen theme, written under the supervision of the student’s academic supervisor. The bachelor’s thesis should demonstrate the student’s ability to evaluate relevant literature, summarise and analyse relevant material and use theoretical knowledge and practical skills developed in the course of the study programme.

The bachelor’s thesis may be based on the student’s third-year thesis and should do the following:

* possess internal consistency, where each part of the thesis is related to the other parts;
* demonstrate the student’s ability to conduct an independent research project based on theoretical knowledge and practical skills;
* contain a formulation of the thesis’s objectives and tasks
* apply appropriate methods to achieve the objectives and execute the tasks of the thesis

The bachelor’s thesis must be written in English.

The bachelor’s thesis may be completed either individually or in groups of 2 or 3 students. The structure of the bachelor’s thesis is the same for individual and group project proposals. However, the required length is larger for group bachelor’s theses, as specified below.

The recommended length of the bachelor’s thesis for individual bachelor’s theses (i.e., for theses completed by one student) is 12,000 to 15,000 words. The recommended length for group bachelor’s theses is 24,000 to 30,000 words.

The format of the bachelor’s thesis must correspond to the requirements given in this document.

The bachelor’s thesis will be subject to review by someone other than the supervisor of the thesis. This reviewer will be an expert in the relevant area from one of the campuses of NRU HSE or from another university. The reviewer may not be a member of the same department as the academic supervisor of the thesis.

The bachelor’s thesis may be written in one of two formats:

**Research format** – the thesis should be based on empirical research that attempts to obtain new knowledge about the structure, properties or empirical regularities of the object of the research. Relevant types of analysis include treatment effects, the testing of hypotheses and the testing of theoretical models.

**Project-analytical format** – developing a solution to a practical problem based on a comprehensive analysis of this problem. Such a format involves analysing a problematic situation, developing a set of tools that can be used to solve the challenges in this situation and making recommendations for how to use these tools to solve these challenges. With this format, the thesis is required to have practical significance. This format may be used only if the project the thesis is based on is proposed by someone from business and is approved by both the student’s academic supervisor and the academic council of the programme MANAGEMENT.

Within the project-analytical format, students may write their bachelor’s thesis in the format of “Start-up as a thesis”. Please see appendix 7 for information on writing the bachelor’s thesis in the format of “Start-up as a thesis”.

The bachelor’s thesis consists of the following parts:

* abstract
* introduction
* main part
* conclusion
* references
* appendices, if relevant

The **Abstract** is a short description of the objective and main results of the bachelor’s thesis. For individual project proposals, the abstract should be between 100-150 words. For group project proposals, the abstract should be between 200-300 words. The abstract should be placed after the table of contents but before the introduction to the main text of the bachelor’s thesis.

The **Introduction** should contain a discussion of the following:

* the relevance of the research problem or research question.
* the extent to which prior studies have analysed the topic of the thesis, and what is new about the analyses in the thesis – i.e., how the thesis differs from prior research on the topic of the thesis
* the objectives and tasks of the thesis, how these objectives will be achieved and how these tasks will be performed
* whom the results of the thesis could be relevant for
* the structure of the thesis
* the methods that will be used
* the object and subject of the research – theses in a project-analytical format
* the practical significance (project-analytical format) or scientific contribution (research format) of the thesis

After the Introduction, the focus, content and practical significance or scientific contribution of the thesis relative to prior studies should be clear.

The *objectives of the thesis* define the purpose of the thesis – for example, the new knowledge the student expects to produce from the analyses in the thesis.

The *tasks of the thesis* are the tasks that will be executed to achieve the objectives of the thesis – for example, the tasks the student will perform to produce new knowledge into the subject of the thesis. These tasks relate to the different parts of the research process – examining literature, collecting data, analysing data, developing the research design, etc. Together, these tasks should ensure that the objectives of the thesis are attained.

The *practical significance or scientific contribution of the thesis* relates to the importance of the solution of the applied problem or the execution of the research tasks. When discussing the practical significance, the thesis should contain a discussion of (1) the importance of the applied problem analysed in the thesis or the research tasks that are performed in the thesis and (2) the potential contribution of the results of the thesis to such issues as the development of a scientific discipline, to increasing the efficacy of organisations, etc.

The *structure of the thesis* should contain an outline of all of the sections in the document, indicate the number of pages in the thesis (without appendices) and specify the number of sources cited in the document.

The main part of the bachelor’s thesis should contain a description of the state of the topic that the thesis focuses on – i.e., what is known about this topic, and what is not known. In general, the main part consists of two or three sections.

For both types of formats of the bachelor’s thesis (research format or project-analytical format), the main part of the thesis should have a theoretical foundation.

In the **Theoretical foundation**, students should demonstrate the ability to do the following:

* to summarise and analyse in a critical manner theory relevant for the issue the thesis focuses on;
* to identify the most important theoretical issues relevant for the topic of the thesis;
* to use theory to develop a foundation for the empirical analyses in the thesis

In the theoretical foundation, students should do the following:

* specify the prior research that is the basis for the research question in the thesis
* identify relevant issues that have not been solved in full in prior research
* define the primary concepts, terms, theory, etc. that are required to solve these issues

In most cases, the bachelor’s thesis focuses on a narrow research question. Hence, the overview of prior literature is based only on the relevant research question, not on the entire theme in general. Students should not discuss prior research that has only an indirect relationship to the research question.

The literature review should be based on only the most relevant and fundamental prior research. In the literature review, references to textbooks are not allowed. The literature review should not consist of only a list of previous studies and the primary conclusions of these studies. In the literature review, students are required to organise prior studies in a systematic way, to identify similarities and differences in these studies and justify the relevance of each prior study for the thesis. When different prior studies come to different conclusions, students should summarise these different conclusions and discuss which conclusion they agree with, using logical arguments and reasoning.

Examples of issues that should be discussed in this section include the following:

* What articles are important to highlight, and how have these articles contributed to the development of the issue the thesis focuses on?
* What issues do prior studies disagree on?
* How is it possible to develop further the research question – i.e., what issues have not been solved in full in prior research?

The theoretical foundation is the basis for the future development of the thesis – it facilitates the choice of methodology and the specific research question that the thesis will focus on.

The structure and content of the sections that follow the theoretical foundation depend on whether the thesis is in a research format or a project-analytical format:

**Research format**

Theses written in a research format should include the following parts:

*Statement of the research question –* in this section, students specify the research question the thesis will focus on, the objective of the thesis and the methods that will be used and the tasks that will be solved to achieve this objective.

Examples of issues that should be discussed in this section include the following:

* What is necessary to achieve the objectives or to solve the tasks of the thesis?
* Are the proposed methods sufficient to analyse the stated research question?

This section should contain the following:

* the specification and development of the hypotheses;
* the justification of the methods used in the research
* A discussion of the relationship between this section and the theoretical foundation

*Research methods* – the section where students develop the methodology used in the thesis. This section should contain the following:

* a description of the objectives of the thesis and the research design used to achieve these objectives (the main stages and the sequence of these stages);
* a description of the data collected in each stage of the research process
* a description of the tools used in the thesis (these tools should be included in an attachment to the thesis – for example, as a Do-file from Stata)
* a description of the process used to collect data, data sources, the sample and the representativeness of the sample
* a description of the methods and procedures used to analyse data and of the statistical software used to analyse data

For theses based on hypothesis testing, in the beginning of the methodology section, students should justify and develop their hypotheses and specify the relationship between these hypotheses and the theoretical foundation of the thesis.

The objective of this section is to justify why the data and methods used in the thesis can be used to analyse the research question. Examples of issues that should be discussed in this section:

* How will the methods from the prior point be used?
* What data will be used, and why?
* How will data be gathered and analysed?

In this section, it is necessary to present a convincing argument that the data and methods are relevant for the research question and to discuss the limitations of the methods and data that are used.

*Description of the results* – the section where students present the results of their empirical analyses and interpret these results. Examples of issues that should be discussed in this section include the following:

* What are the primary results of the research?
* How could these results be interpreted?
* How are these results similar to and different than the results of prior studies?

This section should contain an objective description of these results. This section should not contain a critical analysis or a discussion of conclusions that could be drawn based on these results. Based on the results of this section, it should be clear which hypotheses are confirmed, which hypotheses are rejected, which hypotheses are statistically significant. In addition, based on the results of this section, the quality of the model should be clear. To make the results easier to interpret, it is recommended to present the results using tables, graphs, diagrams, etc.

All of the source files, including files with algorithms and code, that the results are based on should be included as an attachment – either in paper or in electronic form.

In general, for theses written in a research format, the structure of the work and the approximate length of each part should correspond to the parameters given in Table 1:

Table 1

Recommendations for the structure of a bachelor’s thesis in a research format

|  |  |
| --- | --- |
| **Component** | **Recommended %, as a % of the entire thesis** |
| Introduction | 10 |
| Theoretical foundation | 25 |
| Statement of the research question | 10 |
| Methodology | 20 |
| Description of the results | 25 |
| Conclusion | 10 |

**Project-analytical format**

Theses written in a project-analytical format should include the following parts:

The *Analytical section* of the thesis should contain a general description of the object of the thesis, an analysis of the relevant problem and data developed with modern techniques described in the theoretical foundation of the thesis. In addition, this section should contain different indicators related to the characteristics of the research object. This section should contain also a justification of the subsequent development of the thesis.

This section should start with a description of the object researched in the thesis and a justification of why it is necessary to examine this object. Relevant reasons include a decline in the market, financial or organisational position of the object, potential new developments in the object, the initiation of new projects, etc.

Next, this section should include a comprehensive analysis, starting from the formulation of the research programme. The research programme includes the different stages of analysis and the definition of instruments and statistical data that will be used in each stage of the analyses.

This section should conclude with conclusions and recommendations for further measures that could be taken. These further measures are the basis for the third part of the bachelor’s thesis.

The *Project section* should contain the development of a set of measures for the solution of the stated problem as well as forecasts, with supporting calculations, for the results of the application of these measures. The basic requirement for this section is to present a comprehensive, thorough and complete solution to the problem studied in the thesis. This section should not include only general recommendations or general suggestions for further development. All of the suggestions and recommendations should be developed to the stage of implementation and should have a concrete character. The thesis should show how these measures affect indicators relevant for the firm, organisation, etc.

In general, for theses written in a project-analytical format, the structure of the work and the approximate length of each part should correspond to the parameters given in Table 2:

Table 2

Recommendations for the structure of a bachelor’s thesis in a project-analytical format

|  |  |
| --- | --- |
| **Component** | **Recommended %, as a % of the entire thesis** |
| Introduction | 10 |
| Theoretical foundation | 25 |
| Analysis of the situation | 30 |
| Project section | 25 |
| Conclusion | 10 |

For both types of format (research and project-analytical), each section of the bachelor’s thesis should conclude with conclusions that are based on logical reasoning and that lead to the next part of the thesis.

For both types of format (research and project-analytical), the final section is the **Conclusion**. In this section, students are required to summarise the theoretical and empirical parts of the thesis and to discuss potential directions for future research.

The conclusion could contain the following:

* A more subjective discussion and critical analysis (relative to the discussion in the section Description of the results) of the results the empirical analyses
* The contribution of the results – e.g., to the creation of new knowledge, to helping organisations operate in a more-effective manner
* The primary limitations of the thesis, and how these limitations could be overcome in future research
* Whether using different assumptions, methodologies, etc. could lead to different results
* How the topic of this research could be further developed in future research

The total number of conclusions can differ between theses but should be between at least 3 to 5. With more than 5 conclusions, it could be useful to impose additional structure on these conclusions – for example, by placing conclusions into groups. The conclusions should contain an evaluation of the correspondence of the results with the stated research question, study aims and problem of the thesis.

The conclusion should not be a summary of the prior sections of the research.

After the conclusion, the thesis should include a **Reference list**. Each reference included in the reference list should be cited in the text. The reference list should consist of at least 25 monographs, scientific articles (normative acts are not regarded as either a monograph or a scientific article). In the bachelor’s thesis, at least 20% of the references must be foreign.

The **Appendices** are included after the reference list. The objective of including material in the appendices is to avoid including in the text calculations, data, etc. that contain information that is relevant but not essential for the main research problem of the thesis. Each appendix should begin on a new page, have its own heading and be included in the table of contents for the thesis.

**Thesis in the form of a research article**

Students may choose to write their thesis in the form of a research article that will be submitted to an academic journal. The student should choose the format of a given journal and write the thesis in the format of this journal. For the format of the thesis, students may not use a journal included on the blacklist of the Higher School of Economics: <https://scientometrics.hse.ru/en/blacklist/>

Students who write their thesis in the form of a research article must submit together with the thesis a copy of the formatting guidelines for the relevant journal. In most cases, these guidelines are available on the journal’s website.

For a list of relevant journals, please see this website: <https://scientometrics.hse.ru/goodjournals/>.

# 3. Writing the bachelor’s thesis

## 3.1. Suggestions, choice and confirmation of the theme of the bachelor’s thesis, academic supervisors and reviews

***September 11-October 1*** – during this period, potential supervisors for bachelor’s theses at the NRU HSE in St. Petersburg will make suggestions for thesis topics. In addition, the partners of NRU HSE in St. Petersburg and other employers can propose topics.

***October 1-October 15*** – during this period, the academic director of the study programmes will approve the thesis topics. The academic council reserves the right to exclude topics that do not correspond to the level of students and direction of study in the study programme.

***October 16-November 20*** – during this period, students choose the topic of their bachelor’s thesis. During this period, all students will receive access through LMS to the list of topics agreed to by the academic director of the study programme. The approval of the student’s application serves as approval of the topic. In the process of discussing the theme of the thesis, the theme can be adjusted. Supervisors may use as methods of communication meetings with the students, messages via email, etc.

Students have the right to propose to the academic director of the study programme MANAGEMENT a topic and supervisor for their bachelor’s thesis. The academic director of the study programme MANAGEMENT has the right to approve the topic, reject the topic or work with the student to reformulate the topic. Faculty members from the Departments of Economics, Finance, or Management at the National Research University Higher School of Economics Saint Petersburg School of Economics and Management may be a supervisor. Supervisors who are not faculty members from these departments must be approved by the academic council of the programme MANAGEMENT, as specified in the following paragraph. Faculty members and other relevant persons who supervise at least one term paper are required to participate in the defense of the term papers as a member of the commission that evaluates the students’ defense.

Within five working days after the process for choosing the themes of the bachelor’s thesis has concluded, the academic council of the study programme MANAGEMENT has to make a decision about the chosen topics of the bachelor’s thesis, chosen supervisors of the bachelor’s thesis and proposals by students to write the bachelor’s thesis in a project-analytical format.

The order about the confirmation of themes must be given no later than December 15 of the current academic year. This order is prepared by the study office of the study programme in accordance with the Album of unified forms on the work of students, as approved by the NRU HSE. This order will be signed by the dean of the faculty.

After the issuance of the order, the study office of the study programme MANAGEMENT will issue to all supervisors of bachelor’s theses a list of students and the themes of their theses. As of this moment in time, the study office is required to inform supervisors of the bachelor’s theses about the timetable for completing each stage of the bachelor’s thesis and about the rules for completing the bachelor’s thesis in the relevant study programme.

Changes, including clarifications, in the topic of the bachelor’s thesis are possible no later than one calendar month after the order of the deadline for presenting the final version of the bachelor’s thesis is passed. Such changes are allowed only in accordance with the procedures specified by the relevant study programme. Changes in topics are produced by the order of the dean of the faculty.

Students who do not choose a topic for their bachelor’s thesis by the specified deadline will incur an academic debt.

## 3.2. Stages of preparing the bachelor’s thesis

**Preparation of the project thesis.** At this stage, students should develop provisional hypotheses and plans for the thesis, identify the issue that the thesis will focus on and propose the basic structure of their thesis.

The project thesis may be prepared in the course of the research seminar and individual meetings with the student’s academic supervisor or potential supervisor. The project thesis is evaluated by the supervisor of the thesis on the basis of ‘approve/do not approve.’ Students may develop further project theses that have not been approved and may submit again the project theses at a date agreed to with the student’s academic supervisor; however, this date may be no later than December 25 of the current academic year. If the thesis is not approved by this date, the supervisor of the project thesis is required to notify through LMS or corporate email the study office of the study programme of the relevant student.

**The presentation of the first version of the bachelor’s thesis**. The text of the first version of the bachelor’s thesis should be submitted to the supervisor of the bachelor’s thesis no later than March 15 of the current academic year. If necessary, after this date, the student may correct the text. If the first version of the bachelor’s thesis is not submitted before this date, the student’s academic supervisor is required to notify the study office of the study programme of the relevant student.

**Oral defence of the project proposal**. This step is an interim attestation of students’ preparation of the bachelor’s thesis. The project proposal is presented as an oral defence of the detailed plan of the bachelor’s thesis.The presentation is held in English and corresponds to the topic of the bachelor’s thesis. To be allowed to defend the project proposal, students are required to submit a written version of the project proposal. Information about the project proposal (e.g., the requirements of the project proposal, the process of the defence, the methods of evaluation) is published on the website of the study programme MANAGEMENT.

**Improvement and preparation of the final version of the bachelor’s thesis.** On this step, if necessary, students make improvements to the final version of the bachelor’s thesis. As of the end of this step, students submit to their academic supervisor the abstract and the final version of their bachelor’s thesis for review no later than 4 weeks before the start of the defences of the bachelor’s thesis.

Academic supervisors are required to submit to the study office of the study programme MANAGEMENT their **review** within the calendar week after receiving the final version of the bachelor’s thesis. For group bachelor’s theses, the academic supervisor should submit only one report per group.

**Uploading the bachelor’s thesis into the system Antiplagiat.** Students are required to upload an electronic, unscanned file of the final version of their bachelor’s thesis into a special module on LMS. For project proposals completed in groups, each group member is required to upload the thesis to this module. After doing so, the bachelor’s thesis will be passed through the anti-plagiarism system Antiplagiat.

If plagiarism is detected during any point in the preparation of the bachelor’s thesis, students can be subjected to disciplinary actions in accordance with the Order of the application of disciplinary penalties in the case of the violation of academic norms in written academic work at the NRU HSE, as specified in Appendix 7 in the Rules of internal regulations of the NRU HSE.

**The submission of the final version of the bachelor’s thesis to the study office.** Students must submit the final version of their bachelor’s thesis to the study office of the study programme MANAGEMENT through LMS, together with the review from their supervisor and the certificate or record sheet from the system Antiplagiat, no later than to weeks before the start of the defences.

The **defence of the bachelor’s thesis** is governed by the rules about the state’s final attestation of students in educational programmes of higher education.

## 3.3. Scientific advising and consulting

Direct academic supervision must be provided by a faculty member of the NRU HSE. Direct academic supervision may be provided by faculty members from the Departments of Economics, Finance, or Management at the NRU HSE Saint Petersburg School of Economics and Management, subject to the conditions below. Supervisors who are not faculty members from these departments must be approved by the academic council of the programme MANAGEMENT. Academic supervisors must be either professors and associate or assistant professors who possess a degree in the candidate of sciences.

Consulting help for the bachelor’s thesis may be provided by members of the Department of Management of the NRU HSE St. Petersburg of employees of external organisations whose professional activity or scientific interests are related to the theme of the bachelor’s thesis. Consultants provide an additional voice for the development of the bachelor’s thesis. Students whose theses relate to two areas may be able to receive consulting advice from two consultants. The decision about whether to appoint consultants is made by the academic director of the study programme MANAGEMENT based on the application of the student.

The switching of supervisors, the appointment of consultants and the appointment of liaisons is governed by the Order of the NRU HSE St. Petersburg upon the recommendation of the academic supervisor of the study programme MANAGEMENT. A change in supervisors is allowed no later than 2 months before the defence of the bachelor’s thesis.

Academic supervisors have the following obligations:

* to provide consulting help to the student in the choice of topic for and the development of the plan of the bachelor’s thesis;

to provide consulting help on the choice of literature, methodology, calculations and conclusions;

* to provide an evaluation of the quality of the work in relation to the requirements of the bachelor’s thesis;
* to harmonise the information about the bachelor’s thesis provided by the student for the thesis’s placement on the website of the NRU HSE or on other electronic resources

Academic supervisors have the right:

* to organise communications between themselves and students in a way that is convenient for both themselves and the students, including to define the frequency of personal meetings and other forms of contact
* to agree with the student on a plan for the preparation and completion of the bachelor’s thesis
* from the results of each meeting, to require students to prepare a short summary of the recommendations and future steps for the preparation of the bachelor’s thesis
* to require that students adhere to the recommendations received and come to the meetings prepared
* when evaluating the bachelor’s thesis, to take into account students’ compliance with the intermediate deadlines for the bachelor’s thesis, the deadline for submitting the final version of the bachelor’s thesis and the plan for preparing and completing the bachelor’s thesis
* to participate in the meeting of the State Examination Commission during the defence of the bachelor’s thesis

The academic supervisor of the bachelor’s thesis controls all stages of the preparation and writing of the bachelor’s thesis, all the way until the defence. Students are recommended to report on a regular basis to their supervisor on their progress in completing the bachelor’s thesis.

# 4. General requirements in the formulation of the bachelor’s thesis

## 4.1. Technical requirements

The bachelor’s thesis should be printed on standard sheets of paper using the format А4. The four sides of the pages should have the following margins: left margin – 35 mm; right margin– not less than 10 mm; upper and lower margins – not less than 20 mm. Each page should have approximately 2,000 characters.

Line spacing:

* Main text – 1.5
* Reference list – 1.5
* Tables, figures and graphs – 1
* Footnotes – 1

Font – Times New Roman. Other fonts are not allowed.

Font size:

* Main text – 12
* Reference list – 12
* Shorter tables, figures, graphs and equations – 12
* Larger tables – not less than 10
* Footnotes – 10

Font colour – black. Drawings and graphs may be presented only in black and white.

Alignment:

* Main text, reference list, footnotes, abstract and keywords – by width
* Headings – centred

Each new section should begin on a new page. This same rule applies to the other main parts of the thesis (introduction, conclusion, reference list, appendices, etc.). Paragraphs should be indented at 1.25 cm. The main text should be aligned by width. A subsection may be started on the current page if at least five lines of text (not including the name of the subsection) from this subsection would be on the current page.

Pages should be numbered starting from the title page, but the page number should be shown starting only from the second page – i.e., on the title page, the page number should not be shown. Page numbers should be shown on bottom of each page, either in the centre or on the right, with no period.

The bachelor’s thesis begins with the title page. The title page provides information about the academic institution where the work was completed; the title of the thesis; the type of thesis; the last name, initials and group of the student; the last name, initials and academic degree and position of the scientific supervisor; and the city where and year in the work was conducted (see appendix 1).

The second page of the thesis contains the abstract. The third page contains the table of contents. The table of contents includes the name and the number of the first page of each part of the bachelor’s thesis, except for the title page. ‘Page’ or an equivalent designation is not included in front of the number. Appendix 2 contains an example of how to formulate the table of contents.

To highlight certain terms or formulas, the use of either bold or italics is permitted. Underlined text (example) is not allowed. Moreover, only one of either bold or italics may be used at a time – the use of bold and italics (***example***) in one term is not allowed.

## 4.2. Structured elements of the thesis

The headings of the structured elements of the thesis (Table of contents, Abstract, Introduction, Conclusion, Reference list) are placed in the middle of the line without a period at the end. All letters are in lowercase, except for the first letter of the first word. Bold font and italics should not be used.

The headings of paragraphs should be indented, with a period at the end. The first letter should be capitalised. Bold font and italics should not be used. If the heading consists of two sentences, these two sentences should be divided with a period.

It is recommended to start sections on a new page. It is recommended to place one ordinary line between the lines of headings, and in front of the text – three ordinary lines. The space between headings of the sections and sub-sections – two ordinary lines. Between the text and the start of the next subsection – three ordinary lines.

It is recommended to number sections and sub-sections with Arabic numbers. Sections should contain consecutive numbering within the text, except the appendices. The number of subsections includes the number of the section and the number of the subsection, divided by a period – for example, 1.1, 1.2, 1.3, etc. A period should not be place after the number of the subsection. Headings for the third level and below should not be used.

## 4.3. The formatting of references

When using material from literary sources, it is required to cite this material in the text and to include this material in the reference list at the end of the bachelor’s thesis.

References are included in brackets and include the author’s last name and the year the material was published – e.g., [Иванов, 1995; Goshal, 2005]. If the reference refers to a specific citation, formula, theorem, etc., the citation in the text should include also the relevant page number – e.g., [Иванов, 1995, с. 23; Goshal, 2005, p.77]. If the thesis includes multiple works from the same author that were published in the same year, a letter should be placed next to the year based on the order the material appears in the reference list – e.g., [Иванов, 1995а].

Footnotes are placed on the corresponding page of the text. References included in footnotes are formatted in the same way as in the text of the thesis.

## 4.4. The formatting of lists

The text can contain lists. A hyphen or a letter followed by a parenthesis, in alphabetical order, should be placed in front of each item in the list. Sub-lists should be numbered using Arabic numbers, with a parenthesis after the number, and indented two spaces to the right relative to the hyphen or letter in the relevant list.

*Example:*

As strategies for reducing risk, a firm may do the following:

a) avoid risks;

b) make decisions;

c) reduce risk

1) reduce the probability of a ‘bad outcome’;

2) reduce the impact of a ‘bad outcome’.

## 4.5. The formatting of tables

As a rule, material with numbers is formatted as a table. Depending on its size, a table generally is placed under the text where it is first referenced. If the size of the table exceeds the amount of space on the bottom of the page, the table may be placed on the following page. In this case, the remaining space on the bottom of the page should be filled with text.

Each table should contain a heading that reflects its content. The heading of the table should be placed above the table, should be centred and should be written with lowercase letters, except for the first letter. A period should not be place after the end of the heading.

If the table includes information from literary material, a reference to this material should be included in the table.

Table [number] (e.g., Table 1), with a capital letter for ‘Table’, should be written on the upper-right corner above the heading of the table. The word ‘Table’ and the text preceding the table should be separated by two lines. The word ‘Table’ and the table itself should be separated by one line.

Scanned tables or tables in .jpg format are not allowed.

*Example:*

Table 1

GDP growth in the USA with reference to education\*

|  |  |  |  |
| --- | --- | --- | --- |
| Indicator | 1909-1929 | 1980-2000 | 2001-2000\*\* |
| GDP growth, % | 2,8 | 2,9 | 3,3 |
| % growth in GDP from education (absolute growth) | 0,4 | 0,7 | 0,6 |
| % of GDP growth from education | 14% | 24% | 18% |

\*Source: Denison E. Economics Aspects of Higher Education. Paris, 1964. P. 35.

\*\*Estimated value

Tables should contain consecutive numbering throughout the text of the bachelor’s thesis. A period should not be placed after the number of the table. The sign ‘#’ or ‘№’ should not be placed in front of the number of the table.

In tables, a smaller font size may be used than in the main text. Bold font and cursive may not be used in the headings of the tables or graphs or in the tables themselves. The heading of graphs and the lines of tables should begin with a capital letter. The table should indicate the unit of measurement for the numbers given in the table. The absence of a given number should be indicated with a dash. Parts of a graph or table that do not have to be filled out are marked with an ‘x’.

The width of the table should correspond to the width of the main text. If the width of the table exceeds the width of the main text, the table should either be placed in landscape format or included in an appendix.

The heading of the table and all lines of the table should be included on the same page.

## 4.6. The formatting of illustrations

As illustrations, the thesis may include drawings, diagrams, figures, etc. All illustrations are indicated with the word ‘Figure’. Illustrations can be done on a computer either in black and white or in colour.

Depending on its size, an illustration may be placed in the text after the paragraph that first refers to the illustration or on the next page – or, if necessary, in the appendix. The illustration should be centred.

All illustrations should be named, with the name given under the illustration. The word ‘Figure’, with a capital letter, should be placed before the number, followed by a space and the number of the figure.

*Example:*



Figure 1. Freight transport by type of goods, thousands of tons\*

\* Based on the source: Perm Region. Statistical Yearbook // Territorial Organ of the federal service of state statistics of the Perm region. Perm, 2009. Pages 37–40

Figures should contain consecutive numbering throughout the text. The number should be followed by a period, a space and the name of the drawing in lowercase letters, except for the first letter. A period is not placed after the name of the figure.

Figures and tables are numbered independently of each other.

If the illustration includes information from literary material, a reference to this material should be included in the illustration.

## 4.7. Rules for writing abbreviations

The text of the bachelor’s thesis may contain abbreviations – both commonly used abbreviations (e.g., the USA for the United States of America) and abbreviations introduced by the author. In both cases, in the first mention of the abbreviation, the word or words should be written in full, with the abbreviation given in parentheses. For subsequent references, the abbreviation may be used without reference to the full word or words.

## 4.8. Formulas

If necessary, the bachelor’s thesis may contain formulas.

Formulas are placed either on a separate line, centred, or within the text. It is recommended to place in the text short, simple formulas. These formulas should not be numbered. More important formulas, or formulas that are longer are more complex (e.g., formulas that involve differentiation, integration, etc.), should be placed on a separate line, centred and numbered.

Formulas should be numbered consecutively throughout the thesis. A period is not placed after the number of the formulas. The number is written in Arabic numbering, in parentheses, to the right of the formula.

The meaning of symbols, coefficients, etc. in a given formula should be given in the text below the formula, if these symbols, coefficients, etc. have not been explained earlier in the text. Each symbol should be shown on a separate line, in the same sequence as in the formula.

*Example:*

|  |  |
| --- | --- |
| , | (1) |

where:  – the initial investment;

 *n* – the number of periods in the project;

  – cash flows during the period;

 *d* – the discount rate.

Two lines should be placed between the end of the list of symbols, coefficients, etc. and the main text.

## 4.9. Reference list

The reference list is placed at the end of the thesis. Each reference included in the reference list should be cited in the text. Each text cited in the text should be included in the reference list.

The reference list contains continuous numbering, using Arabic letters. Foreign sources are placed in alphabetical order at the end of the list.

The reference list can be based on either the Harvard reference system**[[1]](#footnote-1)** or the APA reference style. **[[2]](#footnote-2)**

***Examples using the APA Style:***

* *Textbooks, teaching aids, monographs*:

Котлер, Ф., & Келлер, К. Л. (1999). Маркетинг менеджмент. *СПб.: Питер Ком*, *341*.

Lovelock, C. (2011). *Services Marketing, 7/e*. Pearson Education India.

* *Articles from monographs and compendiums*:

De Barnier, V., & Valette-Florence, P. (2013). Culture and luxury: An analysis of luxury perceptions across frontiers. *Luxury marketing: A challenge for theory and practice*, 37-57.

* *Articles in journals*:

 Голованова, С. В., Авдашева, С. Б., & Кадочников, С. М. (2010). Межфирменная кооперация: анализ развития кластеров в России. *Российский журнал менеджмента*, *8*(1), 41-66.

Turban, E., King, D., Lee, J., & Viehland, D. (2002). Electronic commerce: A managerial perspective 2002. *Prentice Hall: ISBN 0*, *13*(975285), 4.

* *Sources from the internet*:

Sanghvi, S., Simons, R., & Uchoa, R. (2011). Four lessons for transforming African agriculture. *McKinsey Quarterly, April*.

Колесова, Е. (2013). Интегральный рейтинг крупнейших городов России. *Институт территориального планирования «Урбаника».—2013.[электронный ресурс]—Режим доступа.—URL:[http://urbanica. spb. ru/wpcontent/uploads/2013/10/top100\_2013\_presentation. p df]*.

## 4.10. Appendix

The appendix is the final part of the bachelor’s thesis. The appendix contains supplemental material that is helpful in understanding the main text. The appendix may contain many different types of contain – e.g., extracts from reports, copies from documents, individual parts of instructions, etc. The appendix can include text tables, graphs, etc. The appendix is included after the reference list.

Each appendix should begin with a new page, with ‘Appendix’ indicated in the upper-right corner of the page. ‘Appendix’ should be followed by the number of the appendix, in Arabic numbering. Each appendix should contain a heading that describes the content of the appendix. The title of the appendix should be in lowercase letters, except for the first letter of the first word of the appendix, and should be placed on a separate line.

The appendices should contain consecutive page numbers, continuing from the page numbers in the main text and reference list. Appendices should be ordered based on the order of each appendix in the text – e.g., the appendix referred to first in the text is Appendix 1; the appendix referred to second is Appendix 2; etc.

If the appendix contains multiple connected structural elements (e.g., multiple tables, multiple illustrations), these elements should be numbered (e.g., Table 1, Table 2, etc.). Each structural element should contain its own heading and name.

# 5. Defence of the bachelor’s thesis

Upon completing their bachelor’s thesis in accordance with the requirements of the bachelor’s thesis, students submit their bachelor’s thesis to their academic supervisor. Upon receiving a student’s bachelor’s thesis, the academic supervisor prepares a written review of the thesis. For bachelor’s theses completed in groups, the academic supervisor should prepare this review, etc. only one time per group.

**Review of the academic supervisor.**After receiving the final version of the bachelor’s thesis, the academic supervisor prepares a written report of the thesis. This report contains an assessment of the overall quality of the thesis, the positive aspects of the thesis and the negative aspects of the thesis that the supervisor provided comments on but that the student did not fix. The report contains also a discussion of to what extent the student complied with the plan of preparation for the bachelor’s thesis, the frequency of consultations, the diligence of the student in working on the thesis, the degree of the student’s independence in working on the thesis, the creative approach of the student and the extent of the thesis’s compliance with the requirements for the bachelor’s thesis.

In this report, the supervisor also recommends an evaluation on the thesis on a scale from 1-10. For bachelor’s theses completed in groups, this evaluation should be the same for each group member.

The recommended length of the report is 2-3 pages of written text.

The receipt of a negative review from the academic supervisor does not imply that the bachelor’s thesis may not be defended in the thesis defence.

Appendix 4 and Appendix 5 contain an example of the formulation of the report of the academic supervisor and the basic positions that should be contained in the report.

The student should submit through LMS the final version of the bachelor’s thesis and the written report of the academic supervisor. For bachelor’s theses written in groups, students should submit only one copy per group. The supervisor should confirm that the work was submitted by the relevant deadlines and that the work is suitable for defence in the State Examination Commission. In addition to these documents, the student should provide an attachment of the output from the programme Antiplagiat. This attachment should contain the following information: the first name, middle name and last name of the student; the registration number of the report; and the date the report was generated. The student is responsible for observing academic norms and for writing the bachelor’s thesis in a manner consistent with the regulations established by the NRU HSE.

The percentage of original text in the bachelor’s thesis, as measured by the programme Antiplagiat, should not be less than 80% Work with signs of plagiarism will be examined at a meeting of the State Examination Commission. If plagiarism is confirmed, the thesis will receive an evaluation of ‘Unsatisfactory’, regardless of which section of the thesis the plagiarism appears in.

If a student does not submit the bachelor’s thesis along with the report of the academic supervisor by the specified deadline, within three days, the study office for the study programme will present to the dean of the faculty an act, signed by the academic director of the programme, about the non-submission of the thesis.

The defence of the bachelor’s thesis will be held at the time established by the meeting of the State Examination Committee for the study programme MANAGEMENT. It is recommended that in addition to the members of the examination committee, the student’s academic supervisor and consultants are present for the defence.

The rules and procedures for the defence of the bachelor’s thesis are defined in the Rules for the final state attestation of graduates of the state university Higher School of Economics. The evaluation of the final state attestation may be deemed invalid by the chairperson of the State Examination Committee if the rules or procedures for the defence of the bachelor’s thesis are violated.

The defence of the bachelor’s thesis will be held in English. For the defence, the evaluation commission should be formed in a way where the members of the commission understand English to a sufficient degree to evaluate the academic quality of the presentation.

The defence begins with a presentation by the student on the theme of the bachelor’s thesis. For individual bachelor’s theses, the length of this presentation should not be longer than 15 minutes. For group bachelor’s theses, the length of this presentation should not be longer than 30 minutes, and each group member should speak for a similar amount of time. During this presentation, students are required to use multimedia tools – e.g., PowerPoint slides. Students are not allowed to read text from notecards or from the computer. Students are permitted to use graphs, tables, etc. or other material to illustrate relevant aspects of the thesis.

After the completion of the presentation, the members of the State Examination Commission will ask the student questions that have a direct connection or a close relationship with the theme of the thesis. When responding, students have the right to use their thesis. For group bachelor’s theses, each group member should participate in responding to the questions from the State Examination Commission.

The report from the academic supervisor must be present during the defence.

After the discussion, students are required to give concluding remarks. For group bachelor’s theses, each group member should speak for a similar amount of time.

After the student’s concluding remarks, the defence of the bachelor’s thesis is over.

The final evaluation of the defence of the thesis is the average evaluation of the members of the State Evaluation Committee who are present at the defence. For group bachelor’s theses, each group member will receive the same evaluation. This evaluation is defined in an open vote based on these criteria:

* the evaluation of the student’s academic supervisor;
* the opinions of the members of the State Evaluation Committee on the content of the thesis and the defence of the thesis (the presentation, the response to questions)

In the case of disagreements, the chairperson of the State Examination Committee has the deciding vote.

The defence of the bachelor’s thesis is evaluated on a five-point and ten-point scale. The evaluation is entered into the protocol of the meeting of the commission that includes the chairperson and members of the State Examination Commission (SEC).

If a student receives the evaluation ‘Unsatisfactory’ for the defence of the bachelor’s thesis, the repeat defence will be conducted in accordance with the Rules for the final state attestation of graduates of the state university Higher School of Economics.

If a student is not present at the defence because of a valid reason, the defence will be conducted in accordance with the Rules for the final state attestation of graduates of the state university Higher School of Economics.

Based on the results of the defence of the bachelor’s thesis, the SEC will make a decision about whether to grant the student the degree in the programme MANAGEMENT and about the issuance of a document for higher education.

In addition to evaluating the bachelor’s thesis, the SEC will make a decision about recommending for participation in competitions for scientific work and for publication in academic journals. The defense will be held in a remote format with electronic methods of communication (Microsoft Teams).

# 6. Appeals for the bachelor’s thesis

In accordance with point 49 of Order 636 of the Ministry of Education and Science, ‘On the confirmation of the regulations for conducting the state’s final attestation in educational programmes of higher education – bachelor’s programmes, specialist programmes and master’s programmes,’ from June 29, 2015, students who do not pass the state’s final attestation have the right to submit personally, no later than the following working day after the state’s final attestation, a written petition for an appeal in connection with issues related to the procedure of conducting the state’s final attestation and (or) disagreement with the results of the state exam.

The composition of the appeals committee is approved by the director of the NRU HSE Saint Petersburg. The appeals committee consists of no less than five faculty members from the NRU HSE St. Petersburg who are not a member of the SEC. The secretary of the SEC is required to send to the appeals committee the protocol from the meeting of the SEC, the conclusion of the chairperson of the SEC regarding the observation of procedural issues during the state’s final attestation and the bachelor’s thesis itself and the report from the academic supervisor.

The appeal will be considered not later than 2 working days from the day when the student submits a petition for an appeal. The decision of the appeals committee is given to the student within three working days from the day of the meeting of the appeals committee. The student is required to acknowledge the decision of the appeals committee by sending an email to the study office from their HSE email address.

When making a decision on the student’s appeal, the appeals committee is governed by Order 636 of the Ministry of Education and Science, ‘On the confirmation of the regulations for conducting the state’s final attestation in educational programmes of higher education – bachelor’s programmes, specialist programmes and master’s programmes’. The decision of the appeals committee is taken by a simple majority vote and is formalised by the protocol. In the case of a tie, the chairperson of the appeals committee has the deciding vote.

The decision of the appeals committee is given no later than the next working day to the SEC. The decision of the appeals committee is the basis for annulling the earlier decision of the state attestation examination and applying a new decision. The decision of the appeals committee is final and may not be reviewed. The repeated state attestation examination must be carried out in the presence of at least one of the members of the appeals committee no later than 7 days from the positive decision of the appeals committee, but no later than July 15.

Appeals of the results of repeated state attestation exam are not allowed.

# 7. Storage of the bachelor’s thesis

Bachelor’s theses that have passed the procedure of the defence are stored in electronic format in LMS. The study office transfers these theses to the university’s archive for storage. The theses remain in storage for 5 years. After 5 years, the theses are destroyed.

The publication of the abstract and complete text of the bachelor’s thesis on the university’s website is carried out in accordance with the local normative acts of the NRU HSE.

**Appendices**

**to the Rules of the preparation of the bachelor’s thesis**

# Appendix 1

FEDERAL STATE EDUCATIONAL INSTITUTION

OF HIGHER EDUCATION

NATIONAL RESEARCH UNIVERSITY

HIGHER SCHOOL OF ECONOMICS

**Saint Petersburg School of Economics and Management**

**Department of Management**

Last name First name Middle name of the author

**name of the topic of the bachelor’s thesis**

Bachelor’s thesis

In the field 38.03.02 ‘Management’

Educational programme ‘Management’

|  |  |
| --- | --- |
|  | Academic supervisorPosition, degree\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Initials Last nameConsultantPosition, degree\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Initials last name |

Saint Petersburg 2020

# Appendix 2

## Example of the format of the table of contents

**Table of contents**

Introduction

1. Name of the structural part of the thesis

1.1. Name of the subsection

1.2. Name of the subsection

1.3. Name of the subsection

2. Name of the structural part of the thesis

2.1. Name of the subsection

2.2. Name of the subsection

2.3. Name of the subsection

3. Name of the structural part of the thesis

3.1. Name of the subsection

3.2. Name of the subsection

3.3. Name of the subsection

Conclusion

Reference list

Appendices

# Attachment 3

## Example of the formatting of the appendices

Appendix 1

**Key indicators of the activity of enterprises and organisations in Perm region**

|  |  |  |
| --- | --- | --- |
| Indicator | January-April 2009 | January-April 2008 |
| Index of industrial production  | 78.3  | 107.3  |
| * extraction of minerals
 | 101.2  | 103.8  |
| * refined production
 | 73.0  | 109.9  |
| * production, transfer and distribution of electric energy, gas and water
 | 91.1  | 98.3  |
| Investments in fixed assets | 84.1  | 118.1  |
| Growth rate of salaries | 103.8  | 125.4  |
| Growth rate in the average number of employees | 95.9  | 100.6  |
| Growth rate in constructing residential buildings | 100.9  | 115.1  |
| Growth rates of agricultural production in comparable prices | 101.3  | 94.1  |
| Growth rate of freight turnover with all types of transport | 74.1  | 109.9  |
| Growth rate in retail-trade turnover in comparable prices | 97.8  | 108.7  |
| Growth rate of services paid to the population in comparable prices | 99.8  | 103.9  |
| Real disposable income relative to the prior year | 96.8  | 105.9  |

|  |
| --- |
| **Appendix 4*****Example of the form of the report of the academic supervisor of bachelor’s theses written in a research format*** |

## Federal State Educational Institution of Higher Education

## ‘National Research University Higher School of Economics’

**Saint Petersburg School of Economics and Management**

**Department of Management**

## Report of the supervisor on the bachelor’s thesis

Student\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Last name, first name, middle name

Of the 4th year of the educational programme Management

On the theme: ‘\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_’

|  |  |  |
| --- | --- | --- |
| #  | **Evaluation criteria** | **Evaluation of the supervisor** |
| 1. | The quality of the justification of the relevance of the research question  |  |
| 2. | The quality of the systematisation of the development and theory of the research question |  |
| 3. | The quality of the critical understanding of prior theoretical work |  |
| 4. | The justification of the student’s own opinion on prior research discussed in the theoretical foundation  |  |
| 5. | The correspondence between the research process and the research question  |  |
| 6. | The relevance of and development of collected data  |  |
| 7. | The completeness of the description of the results |  |
| 8. | The quality and completeness of the conclusions  |  |
|  | Recommended evaluation for the bachelor’s thesis |  |

Comments to the evaluation:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Scientific advisor

Scientific degree, position,

Faculty/department

(Place of work)\_\_\_\_\_ /signature/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Initials Last name

Date

|  |
| --- |
| **Appendix 5*****Example of the form of the report of the academic supervisor of bachelor’s theses written in a research format***  |

## Federal State Educational Institution of Higher Education

## ‘National Research University Higher School of Economics’

**Saint Petersburg School of Economics and Management**

**Department of Management**

## Report of the supervisor on the bachelor’s thesis

Student\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Last name, first name, middle name

Of the 4th year of the educational programme Management

On the theme: ‘\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_’

|  |  |  |
| --- | --- | --- |
| #  | **Evaluation criteria** | **Evaluation of the supervisor** |
| 1. | The quality of the justification of the reasons why it is necessary to analyse and develop measures for the improvement of the object of the research  |  |
| 2. | The quality of the justification of the relevance of the research question |  |
| 3. | The quality of the systematisation of the development and theory of the research question |  |
| 4. | The quality of the critical understanding of prior theoretical work |  |
| 5. | The justification of the student’s own opinion on prior research discussed in the theoretical foundation |  |
| 6. | The quality and completeness of the description of the research object |  |
| 7. | The quality, completeness and thoroughness of the analyses of the research object  |  |
| 8. | The thoroughness, completeness and concreteness of the practical solutions proposed in the thesis  |  |
|  | Recommended evaluation for the bachelor’s thesis |  |

Comments to the evaluations:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Scientific advisor

Scientific degree, position,

Faculty/department

(Place of work)\_\_\_\_\_ /signature/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Initials Last name

Date

# Appendix 7 – “Start-up as a thesis”

**Fundamental requirements for the bachelor’s thesis prepared in the format of “Start-up as a thesis” for students of the bachelor’s programme MANAGEMENT**

 1. In accordance with point 3.4.2 of the rules for term papers and bachelor’s theses for students of bachelor’s programs, specialities, and master’s programs at the National Research University Higher School of University, bachelor’s theses written in the format “Start-up as a thesis” are a type of project-analytical format. This format requires the development of an applied problem with the result of the creation of a product (project solution)

 2. The rules for the preparation of bachelor’s theses written in the format “Start-up as a thesis” have been confirmed by the academic council of the educational programme Management.

 3. The fundamental signs of bachelor’s theses prepared using the format “Start-up as a thesis”

The results of the thesis are a legitimate entrepreneurial project that involves the creation and circulation of a product (services) that are acknowledged by a client as valuable. Bachelor’s theses written in the format “Start-up as a thesis” should have at least 2 of these three signs:

* 1. The presence of legally significant documents that confirm the independence of the project (signed documents, including the founding documents; articles of association, in the case of the creation of a legal entity; contracts with purchasers or suppliers; licenses, patents, permissions, and so on).
	2. The presence of verified reports about the provision of services, the execution of work, the provision of goods, sales and cash flows of the project, etc.
	3. Government registration of a legal entity or individual entrepreneur or the registration of a project as a spin-off in an organization with the participation of the National Research University Higher School of Economics.

4. The supervisor for bachelor’s theses written in the format “Start-up as a thesis” are appointed by a professor with experience as an academic supervisor for and with practical experience in managing a business and recruiting consultants (mentors) of projects in the sphere of activity relevant for the project.

 5. The defense (presentation) of the bachelor’s thesis may be held in Russian or in English.

 6. The structure of bachelor’s theses in the format “Start-up as a thesis”

* Introduction
* Analytical part
* Project part
* Conclusion

7. In the analytical part, the student identifies a research problem; presents the results of testing a business idea; presents research of the market segment based on relevant instruments of analysis and with a justification of these instruments; justifies the business model; and forms the fundamental requirements for the business and product for entering onto the market.

 8. The project part of the bachelor’s thesis includes such issues as the objective of the project, the tasks that are necessary to achieve these objectives, the risks of the project, the participants in the project and other information relevant for the project; and a completed business plan developed in accordance with international or Russian standards.

 9. In addition to required calculations, tables and graphs, the appendix to the thesis should contain information in the form of scans (copies) of documents that confirm that the thesis corresponds with the signs of a bachelor’s thesis in the format “Start-up as a thesis”.

 10. Bachelor’s theses may be written in the format “Start-up as a thesis” only if authorized by the academic council of the programme Management. Students who wish to write a thesis in the format “Start-up of a thesis” should submit by email to the academic director of the programme Management a letter with information about the project and the student’s role in the start-up. In addition, students should submit by email to the academic director of the programme Management documents that confirm that the thesis corresponds with the signs of a bachelor’s thesis in the format “Start-up as a thesis”.

# Appendix 8 – “Start-up as a thesis”

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| **Appendix 8*****Example of the form of the*** ***assessment report of bachelor’s theses written in the format of “Start-up as a thesis”***  |

## Federal State Educational Institution of Higher Education

## ‘National Research University Higher School of Economics’

**Saint Petersburg School of Economics and Management**

**Department of Management**

## Assessment Report

Student\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Last name, first name, middle name

Of the 4th year of the educational programme Management

On the theme: ‘\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_’

|  |  |  |
| --- | --- | --- |
| #  | **Evaluation criteria** | **Evaluation (0-10 grades)** |
| 1. | Understanding of the problem being solved by a start-up |  |
| 2. | Quality of marketing research; segmentation of the consumer market |  |
| 3. | Quality of competitive analysis. Formulation of a unique value proposition |  |
| 4. | Analysis of the start-up’s viability based on its business model |  |
| 5. | Analysis of the effectiveness of the start-up's customer-acquisition channels |  |
| 6. | Relevance and development of the start-up's financial model |  |
| 7. | The start-up’s development strategy / analysis of reasons that hinder the development of start-ups |  |
| 8. | The quality and completeness of the conclusions  |  |
|  | Recommended evaluation for the bachelor’s thesis |  |

Comments to the evaluation:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Member of the attestation Commission

Scientific degree, position,

Faculty/department

(Place of work)\_\_\_\_\_ /signature/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Initials Last name

Date

1. http://www.emeraldgrouppublishing.com/authors/guides/write/harvard.htm [↑](#footnote-ref-1)
2. http://www.apastyle.org/index.aspx [↑](#footnote-ref-2)