

Thesis title

First name Surname

Bachelor’s Thesis

Degree Programme in …

2015

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| --- | --- |
| **Author(s)**  Indicate the author(s) here, first name before surname, alphabetized according to surname. | |
| **Degree programme** | |
| **Report/thesis title**  Write the main title of your report/thesis here**.** | **Number of pages and appendix pages**  **6 + 2** |
| An abstract is a required part of a Bachelor’s thesis.  The point of the abstract is to present the key issues of a thesis in such a way that the reader gets a good understanding of the main points that the report covers. The abstract presents the background of the thesis as well as the goals, scope, implementation, methods, timing as well as results and conclusions of the study. The abstract follows the same order as the report proper.  The abstract must not be longer than one page. The language should be matter-of-fact, succinct, to the point and grammatically correct. Use complete clauses and sentences. Divide your text into paragraphs of a few sentences and separate the paragraphs with an extra line break. Start a new paragraph for each new topic. The abstract must not contain references to outside sources.  In brief, the abstract is a nutshell overview of the entire thesis. The abstract must form an independent whole that can be understood without reading the actual thesis report. | |
| **Keywords**  The abstract ends with a list of keywords, 3–6 words that best describe the contents of your thesis. Place the words in order of importance. | |

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# Introduction

Write a general introduction that appeals to the reader. Present the possible commissioning party, thesis objectives, research problem or task setting, and delimitation. In the introduction, give an overview of the structure of the thesis. If necessary, provide a summary of the central concepts. Finalize the introduction as one of the last things during the writing process.

# Theoretical framework

If you divide the text into subchapters, guide your reader with introductory paragraphs between subchapters. The theoretical framework can be made up of more than one main chapter. In a traditional research report, the theoretical framework comes before the empirical part (appendix 1). In theses with a zipper structure, the theoretical framework and the empirical part are intertwined (appendix 2).

## Subchapter 1

Text.

## Subchapter 2

When using subchapters, there must be at least two of them under the same main chapter.

### Subchapter 1

If necessary, you can create a second level of subchapters. There must be at least two of them under a higher-level subchapter as well.

### Subchapter 2

Text.

### Subchapter 3

Text.

# Empirical part

Start the empirical part with a descriptive heading. The empirical part should present the target, objective, problems and development task of the thesis. Describe and justify the choice of methods or project plan. Present the implementation or working methods, data and means of analysis used, as well as the results or product. End the empirical part with a summary. In theses with a zipper structure, the summary comes at the end of the discussion.

## Subchapter 1

Text.

## Subchapter 2

There should be text between headings and tables, figures or images.

The main content of a table should also be given in text form. When interpreting table content, make reference to the table (table 1).

Table 1. The significance of happiness in life

|  |  |  |  |
| --- | --- | --- | --- |
| Happiness is important in life. | Female | Male | Total |
| Fully disagree | 1 | 7 | 8 |
| 2.2% | 7.1% | 5.6% |
| Partially disagree | 11 | 7 | 18 |
| 24.4% | 7.1% | 12.5% |
| Partially agree | 4 | 36 | 40 |
| 8.9% | 36.4% | 27.8% |
| Fully agree | 29 | 49 | 78 |
| 64.4% | 49.5% | 54.2% |
| Total | 45 | 99 | 144 |
| 100.0% | 100.0% | 100.0% |

Figures (figure 1) should also be referred to in the text and the main content of the figure should be put into text.

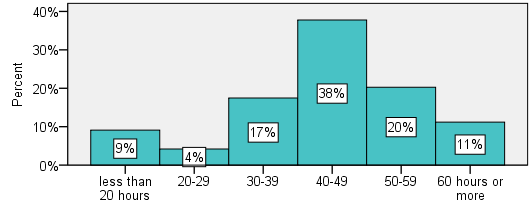


Figure 1. An entrepreneur’s typical working hours weekly (n = 143)

There should be text between headings and tables, figures or images.

## Subchapter 3

Text.

## Subchapter 4

Text.

# Discussion

The discussion looks into the results of the study. In a research-oriented thesis, the trustworthiness and the ethical viewpoints of the study are examined. In the discussion, it is important to form conclusions on the basis of the results and to present development ideas and suggestions for further research. To end the discussion, evaluate your thesis process and your own learning.

# References

This is a model of a list of references. It includes examples of the most typical entry types.

Decree on Universities of Applied Sciences 352/2003.

Finnish Advisory Board on Research Integrity 2013. Responsible conduct of research and procedures for handling allegations of misconduct in Finland. Guidelines of the Finnish Advisory Board on Research Integrity 2012. Finnish Advisory Board on Research Integrity. Helsinki. URL: <http://www.tenk.fi/sites/tenk.fi/files/HTK_ohje_2012.pdf>. Accessed: 20 August 2014.

Ghauri, P. & Grønhaug, K. 2010. Research methods in business studies. 4th

ed. Pearson Education. Harlow.

HAAGA-HELIA 2013. Degree regulations. URL: <http://www.haaga-helia.fi/en/students-guide/welcome-haaga-helia/degree-regulations>. Accessed: 20 August 2014.

# Appendices

## Appendix 1. Traditional report structure

|  |
| --- |
| **Cover page, abstract, table of contents** |
| **Introduction**   * general introduction * objectives, (research) problem setting, delimitation * concepts. |
| **Theoretical part**   * theoretical and previous practical and experiential information * establishing a research space among earlier studies, theories and models, with reference to professional literature and other sources. |
| **Empirical part**   * target of research * objective, problems, development task * methodological choices1 or project plan2 with justification * description of implementation or working methods * data and types of analysis used1 * results1 or product2 * summary. |
| **Discussion**   * consideration of results * trustworthiness of the research1 * ethical viewpoints * conclusions and suggestions for development or further work * an evaluation of the thesis process and one’s own learning. |
| **References** |
| **Appendices**   * questionnaire/interview forms and analysis results1 * the product (if possible to include in the report)2 |

1A research oriented thesis, including quantitative or qualitative research.

2 A product-oriented, practice-based thesis, involving a product development or planning task, event, publication, multimedia product or the like.

## Appendix 2. Zipper thesis structure

|  |
| --- |
| **Cover page, abstract, table of contents** |
| **Introduction**   * objectives * delimitation * presentation of commissioning company * process description. |
| **Topic A to be studied and developed**   * previous research or experiential information (theoretical part) * a description of the phenomenon as part of the target studied * results/product and suggestions for development. |
| **Topic B to be studied and developed**   * previous research or experiential information (theoretical part) * a description of the phenomenon as part of the target studied * results/product and suggestions for development. [Followed by C, D… if needed.] |
| **Discussion**   * trustworthiness/usability * summary and conclusions * an evaluation of one’s own learning. |
| **References** |
| **Appendices** |