



Course Code GEN503

GRADUATE THESIS SEMINAR

Module 3-4, 2017-2018

Course Information

Instructor: ZHU Hong, PhD

Office: PHBS Building, Room 666

Phone: 86-755-2603-3781

Email: zhuhong@phbs.pku.edu.cn

Office Hour: 3:00-5:00pm, May 5 & By Appointment

Teaching Assistant: KONG Weijia

Phone: 86- 15625292192

Email: 1701213762@sz.pku.edu.cn

Classes

Lectures: April 16, April 26-May 10, 2018 (Please refer to Appendix A (Presentation Schedule))

Venue: Room 337 (April 6 and 26) /335 (May 3-10)

Wechat: 2018ManagementThesisSeminar

1. Course Description

This course aims to prepare graduate students to present their theses in a professional, effective and efficient manner. The course also helps graduate students to build up their presentation capabilities and thus students are well prepared for future positions in the business and/or academic fields.

Format — Except for the two grand sessions listed in the attached presentation schedule, the rest of the class time will be devoted to students' presentations. Students are expected to have a polished version of your thesis before the presentation. Students are also expected to not only prepare their own presentations diligently, but also take an active role in evaluating their fellow students.

Presentation Time Slots —Please work with TA to pick your time slot (Appendix A) before **6:00pm, April 16 (Monday)** based on "first come; first served" principle.

Communication —

We use your emails and wechats as our basic communication tool. I expect everyone to check their e-mail at least daily. Frequently, time-sensitive announcements will be distributed via emails. Please be sure that you are on the distribution list.

Wechat: Please join the wechat after the grand session on April 16. TA will assist you to join the wechat group.

1.2 Textbooks and Reading Materials

Powerpoint slides about how to present your thesis will be distributed in grand sessions.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	N/A
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	N/A
	2.2. Students will be able to apply leadership theories and related skills.	N/A
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Course specific objectives

This course aims to prepare students to present their theses in an effective and efficient manner, and improve their professionalism for future positions in the business and/or academic fields.

2.3 Assessment/Grading Details

The final grade will be determined based on the following three aspects:

Components	%
Attendance	10%
Presentation	70%
Peer evaluation	20%

The final grade of each student will be in the form of one of the following 4 scores: High Pass (HP, 90 and above), Medium Pass (MP, 80 to 89), Low Pass (70 to 79), and Fail (F, 69 and below). In the following a detailed description of each grade component is provided.

A. Attendance

Each student is required to attend two grand sessions and other sessions (Please refer to Appendix A). You are very welcome to attend other presentations.

Please check your attendance before your required sessions.

Students lose 0.5% point for every late arrival. An unexcused absence will result in the loss of all 10% attendance points. A second unexcused absence will result in a fail. Documentable health issues or interviews are excusable and should be pre-approved by the Professor. Early flights home, visits from relatives etc are not excusable.

Missing your presentation for any reason will result in your failing the course. There will no makeup presentation. You should plan your date carefully.

***Note: The MA office may randomly check your attendance.**

B. Presentation (70%)

Submission of the slides. Please refer to Appendix A for submission due time. The submissions after the due time will be penalized 5% of the total final grade for each 24-hour late.

Upload of the slides. Slides must be uploaded prior to your presentation. Any installation delay will be counted toward your allocated time.

Presentation and Q&As. Each student will present for 15 minutes plus 5 minutes for the feedback from the instructor and Q&As.

Slides. On your slide, please provide **your name and presentation timeslot.**

Evaluation. The professor will evaluate your presentation based on presentation evaluation criteria (Appendix B)

C. Peer evaluation (20%)

Each student will evaluate other **three** students' presentation performance in the required session and **submit the evaluation form before or in the last grand session on May 10 2018** (Peer evaluation form is Appendix B.) The three students are on your own choice. 20% of each student' final grade is based on the average peer evaluation scores of your fellow students.

If you submit peer evaluation forms after the due time, you will be penalized 5% of the total final grade for each 24-hour late.

2.4 Academic Honesty and Plagiarism

Please refer to Handbook for PHBS students. It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

Please sign on the declaration of academic integrity form (Appendix C) and submit it before or in the last grand session on May 10 2018.

You fail the class if you plagiarize in either your draft or presentation slides. Furthermore, the school discipline committee will be notified by the instructor of any such case. Most likely, penalty could be anywhere between misconduct recording and expel. Read the following link

to make sure you fully understand what plagiarism is defined. If you still have question, feel free to stop by my office. <http://courses.dce.harvard.edu/~phils4/honesty.html>

**APPENDIX A
PRESENTATION SCHEDULE**

Each student will present for 15 minutes plus 5 minutes for the feedback from the instructor and Q&As.

Grand Sessions & Presentation Timeslots			PPT Submission Time	Attendance Date	Class Room
16-Apr	Monday	9:00-10:00pm Grand Session	wechat groups		
26-Apr	Thursday	9:00-10:00	24-Apr	April 26 pm	337
		10:05-11:05			
		11:15-12:15			
		2:30-3:30			
		3:35-4:35			
		4:45-5:45			
3-May	Thursday	9:00-10:00	30-Apr	May 4 pm	335
		10:05-11:05			
		11:15-12:15			
		2:30-3:30			
		3:35-4:35			
		4:45-5:45			
7-May	Monday	9:00-10:00	5-May	May 7 pm	335
		10:05-11:05			
		11:15-12:15			
		2:30-3:30			
		3:35-4:35			
		4:45-5:45			
8-May	Tuesday	9:00-10:00	5-May	May 7 am	335
		10:05-11:05			
		11:15-12:15			
		2:30-3:30			
		3:35-4:35			
		4:45-5:45			
10-May	Thursday	9:00-10:00pm Grand Session	Peer evaluation forms Academic Integrity Form		

APPENDIX B
2018 SPRING GRADUATE THESIS SEMINAR
PEER EVALUATION FORM

Date _____ Your Name _____ The Name of the student you evaluate _____

	<i>Grading criteria include:</i>	Full Mark 100	Evaluation
1	The presenter is professional (e.g., he wears a formal business suit).	2	
2	The presenter has a clear presentation structure that makes the audience easy to follow.	2	
3	The presenter clearly states his/her research question and the contribution is clear and important.	5	
4	Hypotheses development is clearly and logically communicated.	20	
5	Hypotheses are clearly stated.	5	
6	The presenter clearly introduces the study's sample sources and characteristics.	6	
7	Statistical analysis is vigorous (e.g., the sample is appropriate to test the hypotheses)	20	
8	The presenter clearly shows results including descriptive statistics and regression results.	10	
9	The presenter discusses about whether each hypothesis is supported or not.	5	
10	The presenter addresses the questions well.	5	
11	The presenter shows sufficient preparation.	10	
12	The presentation quality e.g. (engaging audience, understandable, value adding PPTs) is high	10	
	Total	100	

Please write down your comments , if you give very low/high evaluation scores to the student and if any.

APPENDIX C
DECLARATION OF ACADEMIC INTEGRITY FORM

I declare that the idea, research design, data, and writing of this study are original except for source material explicitly acknowledged; results are based on the data; and this study does not violate the academic integrity. If this study violates the academic integrity, I shall accept the penalty.

Full Name _____ Student ID _____

Thesis Title _____ Presentation Date _____

Signature _____ Date _____