



BA 480

Ross School Senior Thesis Seminar

Course Coordinators

Prof. Tom Buchmueller

Prof. Burcu Tasoluk

Course Overview

February, 2023

Course Overview and Objectives

- An honors-type seminar open to BBA seniors who want to write a research thesis.
- Students register for 3 credits of BA 480 in Fall and 3 credits of BA 480 in Winter.
- Each student will
 - Choose a broad area of research interest,
 - Approach faculty member(s) at the Ross School of Business to gauge their interest in supervising their work and serving as their thesis advisor,
 - Narrow the topic for a feasible research project,
 - Develop central ideas and analyses and communicate findings and conclusions in the form of a presentation, a poster, and a final written thesis report.

By the end of the two semesters, you'll...

- Learn to better understand the important role of research in business
- Develop specific knowledge in your broad area of interest
- Develop important communications and analytical skills that will serve you well in your business and/or academic career

Key Components of the Course

- Senior Thesis as an **independent** endeavor in a **collaborative** environment
- Discipline-Specific Research Presentations by Faculty in each discipline (first 6 or so weeks of the semester)
- Intro to: library resources for research, methodology support and research integrity policies and support
- Student Interest Groups
- Peer Reviews
- Poster Session

BA 480 Enrollment

Class Hours and Location

Thursdays, 2:30 pm – 4 pm, (Fall 2023)

TBD (Winter 2024)

Instructor consent required for registration. BA 480 is reserved for BBA Seniors. If you are eligible and interested in enrolling, please send the following documents to Prof. Burcu Tasoluk (btasoluk@umich.edu):

- 1) Your current resume,
- 2) A “Statement of Interest” outlining your broad research area and explaining why you would like to fulfill your Capstone requirement by enrolling in this course and writing a senior thesis.

BA 480: FALL 2022 - COURSE CALENDAR

Date	Thursday	Notes
9/1	Course Introduction & Overview Meet Your Ph.D. Student Mentor: Emir Murathanoglu Library Research Resources: Celia Ross Databases&Computing Resources: Rohit Singla	
9/8	Research Presentation #1 M&O: Prof. Ethan Kross Lab-based Experiments	SIG Reflection Paper due by the end of 9/9 (11:59pm) Student Interest Groups (SIGs) formed and announced; this will be your team.
9/15	Research Presentation #2 Marketing: Prof. Yesim Orhun Causal Inference Milestone #1: You should finish conducting research about the research interests of Ross faculty members and identify 2-3 potential thesis advisors.	SIG Reflection Paper due by the end of 9/16 (11:59pm)
9/22	Research Presentation #3 T&O: Prof. Steve Leider Behavioral Economics	SIG Reflection Paper due by the end of 9/23 (11:59pm)
9/29	Research Presentation #4 Business Economics: Tom Buchmueller Applied Econometrics Milestone #2: You should finish reviewing the posted resources on the SAGE Research Portal.	SIG Reflection Paper due by the end of 9/30 (11:59pm)
10/6	Research Presentation #5 Strategy: Prof. Cheng Gao Qualitative Research	SIG Reflection Paper due by the end of 10/7 (11:59pm)
10/13	Remote meet-up with former BA 480 students	Thesis Advisor Contract Due!
10/20	Methods Day - No class meetings Milestone #3: You should finish reviewing the resources on the SAGE Research Portal re: the method you plan to use in your thesis	
10/27	Share your "Research Plan" that outlines your research question(s), hypotheses, method, and data source(s) with your SIG peers	"Research Plan" due today by 10/27, 2:30pm
11/3	Writing Day - No class meetings	Please schedule consulting appointments with the Writing Center Staff this week.
11/10	Discuss your Thesis Proposal Draft with your SIG peers	Thesis Proposal Draft due today by 11/10, 2:30pm
11/17	Discuss your Peer Review of the proposal drafts	Peer Review of Proposal Draft due today by 11/17, 2:30pm
11/24	Thanksgiving Holiday: No classes	
12/1	Students present their thesis proposals	2:30pm-4:30pm
12/8	Thesis Proposal Written Report due by the end of 12/8 (11:59pm)	

BA 480: WINTER 2023 - COURSE CALENDAR

Week	Date	Wednesday	Notes
1	1/4	Methods day - No class meetings	Please schedule consulting appointments with CSCAR consultants or Ross faculty this week and work on the method you'll use
2	1/11	Research Conduct and Ethics, Human Subjects, IRB Application	Lillian Chen Lavar Green-Jackson Adam Mrdjenovich
3	1/18	Meet-up with PhD Students	Conversations about the life of a PhD student.
4	1/25	Work-in-class Day	Come to class and work on your thesis with your SIG peers and Faculty coordinators
5	2/1	Share and discuss your finalized "Research Design" with your SIG peers and Faculty Coordinators	
6	2/8	Work-in-class Day	Come to class and work on your thesis with your SIG peers and Faculty coordinators
7	2/15	"Share A Challenge" Day	In-class Discussion Session
8	2/22	Writing Day - No class meetings	Please schedule consulting appointments with the Writing Center Staff this week
9	3/1	Winter Break: No classes	
10	3/8	Work-in-class Day	Come to class and work on your thesis with your SIG peers and Faculty coordinators
11	3/15	Work-in-class Day	Come to class and work on your thesis with your SIG peers and Faculty coordinators
12	3/22	Writing Day - No class meetings	Please work on your thesis draft today
13	3/29	Discuss your Thesis Draft with your Student Interest Group peers	Thesis Draft due today by 3/29, 11:30am
14	4/5	Bring your draft Poster file to class. In-class discussion of posters.	Peer Review of Thesis Draft due today by 4/5, 11:30am Please upload your draft poster file to Canvas by 4/5, 11:30am
15	4/12 4/14	Students present their theses 1:00pm-3:00pm, both days	Please upload your presentation file to Canvas by 4/12, 11:30am
	4/18	Poster Session, 4:00pm-6:00pm	Students, Course Coordinators, Faculty Advisors, Guests Please upload your final poster file to Canvas by 4/18, 11:59pm
Senior Thesis Written Report due by 4/20 (11:59pm)			

Senior Thesis summarized in Five Questions

- 1) What is the problem that you are trying to address? (Define the context)
- 2) Why is that an important problem? (Define its potential impact)
- 3) What is your approach to solving the problem? (Define the method)
- 4) What have you found? (Define the results)
- 5) What difference does this make? (Define the contribution of your work)

Types of Research Projects

- Conceptual / Theoretical vs. Empirical
- **A key step is to identify and explore a topic of particular interest to oneself and approved by the thesis advisor as having promise as a piece of independent research**
- Ideally, an intersection between 1) Student's interest, 2) Thesis advisor's interest, and 3) Interesting gap in the literature/knowledge base

Sources for Thesis Topic Ideas

- Your own personal interests and passion
- Ideas from everyday discussion of business topics
- “Suggestions for Future Research”
- Ask a Professor
- Ask a Librarian
- Ask Internet
- Take an idea from a field outside of business and apply it to a business problem
- “The Conversation”

Resources

- Developing your idea and knowledge of the literature
 - Kresge Library – Ross School of Business
 - University of Michigan Libraries
- Analyzing your data
 - Your thesis advisor
 - CSCAR
- Communicating your ideas and findings
 - Sweetland Writing Center

Fall Semester Grade Components (40%)

Class Participation	10%
Student Interest Group Reflection Papers	20%
Peer Review of Thesis Proposal Draft	15%
Thesis Proposal Presentation	15%
Thesis Proposal Written Report	40%

Winter Semester Grade Components (60%)

Class Participation	10%
Peer Review of Thesis Written Report Draft	15%
Thesis Presentation	15%
Poster Presentation	20%
Thesis Written Report	40%