Guidelines on Bachelor Thesis 2025

This Guideline applies to the bachelor programmes of the School of Business of the University of Applied Sciences and Arts Northwestern Switzerland[1]. Prepared for the benefit of students, supervising lecturers and clients, it governs the conditions relating to the Bachelor Thesis module. It applies to all Bachelor Theses started in the year 2025.

These guidelines apply to the Bachelor of Science at the **Basel, Brugg and Olten locations** in
- Betriebsökonomie, Business Administration (International Management)
- Wirtschaftsinformatik und Business Information Technology
- Business Artificial Intelligence (from spring semester 2026)
- Wirtschaftsrecht (from spring semester 2026)

For the German-language degree programmes, these guidelines are also available in German.

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[1] With the exception of the International Business Management programme

List of contents

1. Conditions

1.1. Status in the curriculum

The Bachelor Thesis is a compulsory module of all School of Business bachelor programmes[2]. The Thesis is written in the last semester according to the curriculum.

1.2. Object and purpose

A thesis is multi-layered and consolidates several competencies:

- Strengthening of Specialist and Methodological Competencies
  Recognising the interconnectedness of a problem; tackling it in sufficient depth and on a scientific basis; applying and integrating acquired knowledge; filling gaps in knowledge. Applying problem-solving and project-management principles to the thesis.

- Strengthening of Social and Personal Competencies
  Accomplishing projects autonomously in close collaboration with the client. Coming to terms with one's performance limits; setting project management priorities; assuming responsibility. Students demonstrate they can handle pressure.

The programmes Bachelor of Science in
- Betriebsökonomie (Business Administration – Bök), Business Administration (International Management) (hereinafter simply International Management or BA(IM))
- Wirtschaftsinformatik (WI) and Business Information Technology (BIT)
- Business Artificial Intelligence (BAI)
- Wirtschaftsrecht (WR)

have a practical orientation. Students acquire the knowledge and skills required for mastering business management roles and assuming managerial positions in the business and administration domains.

Students successfully completing a Bachelor Thesis demonstrate an ability to apply acquired knowledge and solve practical issues autonomously, methodically and in an appropriate format. The competencies to be achieved are listed in detail in the module descriptions of the respective degree programmes (https://modulbeschreibungen.webapps.fhnw.ch)

1.3. Eligibility

A minimum of 140 ECTS credits are required for admittance to the Bachelor Thesis module. The Dean of Studies has discretion in this matter.[3]

1.4. Individual- or Teamwork

The Bachelor Thesis can be completed by a student working alone or in partnership with a fellow student. In the study programme Wirtschaftsinformatik and Business Information Technology the Bachelor Thesis is an individual work.

1.5. Language

The bachelor theses of the Business Administration (Bök) and Wirtschaftsinformatik (WI) programmes are generally written in German. Students may, however, write in English if the client

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[2] With the exception of the International Business Management programme
[3] In accordance with § 5 paragraph 10 of the Programme Regulations governing the Bachelor Degree Programmes in Betriebsökonomie / Business Administration, Wirtschaftsrecht / Business Law, Wirtschaftsinformatik / Business Information Technology, Business Artificial Intelligence at the FHNW School of Business, part of the FHNW University of Applied Sciences and Arts Northwestern Switzerland (StuReB HSW FHNW 2023)

wishes. The bachelor theses of the International Management (IM) and Business Information Technology (BIT) programmes must be written in English.

1.6. Requirements of the topic

The topic shall be restricted to the field of applied business administration / business information technology. The approach to the task shall include an analytical and a conceptual element.

1.7. Confidentiality

Information concerning the client shall be treated in confidence. Nevertheless, to promote the educational value of knowledge transfer and application-oriented approaches, the FHNW University of Applied Sciences and Arts Northwestern Switzerland aims to make bachelor theses available to a wider public where possible. The School of Business distinguishes between two categories:

Category	Explanation
Confidential	The assignment is not accessible to the public and is immediately archived by the School of Business.
Public	The assignment is publicly accessible. Assignments awarded grade 5.0 and higher are made available via the publication platform https://studierendenprojekte.wirtschaft.fhnw.ch. They are also included in the Institutional Repository FHNW (https://irf.fhnw.ch). At the location in Olten, the papers are furthermore included in the library network system swisscovery (https://fhnw.swisscovery.slsp.ch).

The possible classification is discussed with the client at the kick-off meeting. The final classification is determined by the client at the end of the work. The supervising lecturers record the category in the assessment form and the students in the Public Management Summary form.

1.8. Scope and ECTS credits

ECTS credits awarded for the Bachelor Thesis represent the time that the students are to invest in its completion. A successfully completed Bachelor Thesis is awarded according to Curriculum 2017 (i.e., start of the study in 2017 or later) with the following number of ECTS credits:

Curriculum 2017 Programmes of study	Credits
Business Administration (Bök), International Management (IM), Wirtschaftsinformatik (WI) and Business Information Technology (BIT), Full-time (FT) and part-time (PT)	10 ECTS credits
Student-hours of work	300 hours

2. Participants and their task

2.1. Client

The client can be a private company, a not-for-profit or public organisation, an institution or programme from within the FHNW, or a private individual. The client must submit a genuine, specific problem that needs to be investigated or solved.

The client is responsible for ensuring the flow of information during the assignment. The client must name a contact person and, ideally, a stand-in for that person. The client assigns the task, designates the objectives, supplies the necessary information, monitors the progress made and assesses/grades the results in cooperation with the supervising lecturer. If there is a close relationship between the client and the student (close relative, etc.), the client does not participate in the final assessment/grading. Where necessary or applicable, the client should provide the student with an appropriate workspace on its premises.

2.2. Lecturer

The FHNW provides each student with a supervising lecturer. The supervisor attends the kick-off meeting, the status meeting/interim presentation, and the final presentation. They support the students in particular in the definition of the objectives and in methodological questions. He or she collaborates with the client to assess and grade the thesis and offers suggestions as to how collaboration with the FHNW might continue once the project has ended.

2.3. Student

The student is required to tackle the Bachelor Thesis largely unassisted. He or she is responsible for coordinating activities with client and supervisor. The student interacts proactively with the client and supervisor when information or help is required.

In particular, the student is responsible for ensuring that deadlines and steps described in the Timetable, Working on the Thesis and Submission sections are complied with. The nature of the task under consideration – or the client itself – will determine the degree of collaboration with the client. The nature of the collaboration and the frequency of contact should be discussed and determined at the kick-off meeting. A balance needs to be struck between autonomous work and the soliciting of input from the client and supervisor.

The thesis shall be conducted in accordance with scientific principles. Within the context of the thesis, such scientific principles include:
- Researching the relevant literature and incorporating the latest facts, best practice, theories and/or models related to the topic (literature review)
- Accurately referencing sources in full (citation)
- Aids used are fully disclosed (list of aids).
- Providing traceability for conclusions reached; the solutions proposed shall be based on ascertainable facts and reasoning

On the SWITCHtube channel (https://tube.switch.ch/channels/4c727b2d) different aspects of preparing a science-based paper are provided. Please also refer to the Academic Guide (https://www.fhnw.ch/plattformen/academicguide) and the FHNW Language Compass (https://fhnw365.sharepoint.com/sites/inside-sprachkompass)

3.   Timetable

3.1. Locations Brugg and Olten (all study programmes) and BIT, Basel

	Regular timetable	**Second start date**
Programmes	Bök / IM / WI / BIT	
Eligibility	A minimum of 140 ECTS credits	
Selection of topic	Self-acquired topic or topic from school's topic pool	
A minimum of 140 ECTS credits achieved (with receipt of provisional credits award)	Thursday, 20 February 2025	Thursday, 17 July 2025
Release of topic pool to students	Friday, 21 February 2025	Friday, 15 August 2025
Approval of self-acquired topics. Students with self-acquired topics can then begin with the Bachelor Thesis.	From Monday, 24 February	Ongoing form Mon., 18. August
Selection of topics from the pool (students with no self-acquired topic)	Monday, 3 March 2025 12:00 midday	Thursday, 21 August 2025 12:00 midday
Allocation of topics and supervisors (Applies to students who have chosen a topic from the topic pool)	Thursday, 13 March 2025	Friday, 29 August 2025
Submission of a self-acquired topic	by the end of March	ongoing
Contact with the client and supervisors and organizing the kick-off meeting	by the end of March	
Kick-off meeting	by the end of April	By mid-September
Submission deadline	**Friday, 8 August 2025, 1:00 pm**	**Friday, 9 January 2026 1:00 pm**
Submission of the public management summary including illustration or video	Friday, 15 August or by arrangement with supervisor/client	Friday, 16 January or by arrangement with supervisor/client
Grade information	by Mon., 1 September 2025	
Diploma celebration	25. September (Olten) 26. September (BIT, Basel) 27. September (Brugg)	End of March 2026
Feedback on the Module Bachelor Thesis and supervision (online survey)	29 September 2025	

3.2. Degree Programme Betriebsökonomie Basel

	Regular timetable
Study degree programmes	Betriebsökonomie full-time and part-time
Module registration	Registration for the module "Bachelor Thesis" in ESP
Selection of topics	Self-acquired topic or from FHNW topic pool
A minimum of 140 ECTS credits achieved (with receipt of provisional credits award)	Thursday, 20 February 2025
Approval of self-acquired topics. Students with own topics can then begin with the Bachelor Thesis.	From Friday, 21 February
Release of topic pool to students (students with no self-acquired topic)	Monday, 24. February 2025
Reservation of desired topics from the topic pool and contact with clients	From Monday, 24 February
Latest submission of the application form to the dean of the degree programme (for self-acquired topic incl. project outline)	Monday, 21 April 2025
Latest, binding deadline for the Bachelor Thesis (upload in Moodle)	**Friday, 8 August 2025, 1:00 p.m.**
Submission of the public management summary including illustration or video (Link provided on Moodle)	Friday, 15 August or by arrangement with supervisor/client
Latest date for the final presentation	Friday, 15 August or by arrangement with supervisor/client
Grade information	by Mon., 1 September 2025
Diploma celebration	Friday, 26 September 2025
Feedback on the Module Bachelor Thesis and supervision (online survey)	Monday, 29 September 2025

Extraordinary start/submission date

Students undertaking theses outside the above official timetable are given **16 weeks** in the BSc Betriebsökonomie, Business Administration (International Management), Wirtschaftsinformatik and Business Information Technology degree programmes to complete their work.

When setting a start date in such exceptional cases, the Dean of Studies or another appointed person shall consult with the student or student team. Submission deadlines set for such exceptions are binding and shall be communicated to the students in writing.

4. Origin and submission of topics

4.1. Topics acquired by students from an external client

The students can submit a self-acquired topic. The students can proceed in a targeted manner and work on the topic that interests them. Possible clients are former, current, potential employers or organizations that a student would like to work for in the context of the thesis. Experience shows that many organizations are open to specific suggestions. However, acquisitions must be targeted, i.e., no mass acquisition mailings etc. can be sent out.

The students can only be the client of their Bachelor Thesis in exceptional cases. Students must disclose any family relationship or similar close relationship to the client when submitting the topic. The persons responsible for student projects decide together with the supervising lecturers whether the client can be part of the assessment, or a second lecturer has to take his/her place.

4.2. Topics provided by the FHNW from companies and organizations

The FHNW maintains close contact with companies and organizations and a good and long-term cooperation with the clients is an important concern of the School of Business. Interested companies and organizations can find all the necessary information of the framework such as submission deadlines, timetable, and costs of the student projects under the link listed under contact information. The School of Business advises interested organizations in the search for and definition of a topic.

The companies and organizations are regularly invited to provide assignments for the students to work on. The pool of topics is presented to the students for selection.

4.3. Internal topics from the FHNW

Employees of the FHNW can on the one hand establish contact with external interested parties; on the other hand, they can submit a topic in consultation with their internal organisation (e.g. degree programme, institute). If an internal topic is chosen by students, the fees are charged internally to the corresponding organisational unit.

5. Allocation of topics and supervisors

The procedure for assigning topics and lecturers is described below. As a general rule, a maximum of six Bachelor Theses can be supervised in parallel per lecturer. This applies across all locations and degree programmes.

5.1. Locations Brugg and Olten (all study programmes) and BIT, Basel

Students wishing to submit their self-acquired topics should proceed as follows:

Students are welcome to submit a self-acquired topic. The submission form is available under: https://www.fhnw.ch/plattformen/wirtschaft-studierendenprojekte/en/. If a team of students or a student wants to submit a topic, they have acquired themselves, the procedure is as follows:

1) Sketch out the project concept with the client and describe it in writing on the submission form. => *Topic_submission form student projects.pdf*
2) Discuss the concept with a lecturer of their choice. The lecturer checks the topic for suitability as a subject for a Bachelor Thesis.
3) If the topic is deemed suitable, it must be forwarded by the relevant date (see Timetable section) in **Campus Brugg**: to stephan.burkart@fhnw.ch and in **Campus Olten**: to studierendenprojekte.wirtschaft@fhnw.ch. On the form, a lecturer of choice can be named.

4) If the topic is submitted before the 140 ECTS are reached, the students will get a confirmation that the topic has been received. The responsible person for the topics will approve the submitted topic after the 140 ECTS has been reached (see "Timetable").

Procedure when choosing a topic from the School of Business topic pool
The individual steps and relevant dates are described in the Timetable section:

1) Students who have not submitted a self-acquired topic are required to choose one from the pool of topics supplied by the school (→ Release of topic pool in Timetable section).
2) Students should indicate five different preferred topics in order of preference. (→ Selection of topics from the pool).
3) Topic allocation: In the Bök and IM degree programmes, topics are normally first assigned to teams of two. The allocation of the topic pool topics is supported by a software that calculates the optimal allocation: The supervising lecturers will be allocated. Subsequently, the students will be informed about the topic and supervisor allocation (→ Allocation of topics and supervisors).

5.2. Degree Programme Betriebsökonomie Basel

Procedure for self-acquired topics
Students working on a topic they have acquired themselves must independently look for a supervisor and conduct a preliminary discussion of the topic. The lecturers can only supervise a maximum of six Bachelor Theses at the same time. Afterwards, a detailed project outline and the application form must be submitted to Moodle.

Procedure for topics from the topic pool
Students that would like to work on a topic from the topic pool can reserve a maximum of two topics at the same time (per student or team of two). Once a reservation has been made, students contact the client and apply for the topic. If several students are interested in the same topic, the client selects who can work on the topic.

Once the client has allocated the topic, the students look for a supervisor. For some topics, lecturers are already allocated. In this case, the Bachelor Thesis will be supervised by them. As soon as the client, the topic and the supervisor have been determined, the person responsible for student projects is informed by e-mail so that the topic can be marked as "allocated" in the topic pool. Afterwards, the required signatures for the application must be obtained.

Application form for Bachelor Thesis
The application form, signed by the client and the supervisor, is submitted directly in electronic or physical form to the persons responsible for student projects by the deadline stated in the timetable at the latest. Students are responsible for the complete and punctual submission of the application forms. Applications are processed on an ongoing basis. After final approval, the topic will be confirmed in writing to the students and the client.

6. Working on the thesis

6.1. Preparatory work, Kick-off Meeting and Proposal

Preparatory work

Once the topic and supervisor have been allocated, the student is responsible for arranging and organising his or her kick-off meeting. The meeting will usually take place on the premises of the client. The student can, at this point, start work on assembling and reading the relevant literature, undertake research into companies, markets and competitors prepare an outline, formulate questions in readiness for the kick-off meeting, and so forth.

Kick-off meeting

The formal process starts with a kick-off meeting attended by all the parties involved (student, client, supervisor).

The meeting has the following aims:
- The participants become acquainted
- Agreement on the starting point and task; the client explains the situation in full and issues any necessary documentation
- Identification of the core objectives and results
- Agreement on the form of collaboration with the client (intensity, on-site presence, flow of information, in case of surveys: rights of the interviewees, handling of confidential information, etc.)
- Establishment of the data required for the status meeting/mid-term presentation and final presentation
- Expenses guidelines
- Declaration of any lengthy absences and definition of process/next steps

The minutes recording the kick-off meeting are submitted to the supervisor and client for their approval within one week.

Scheduling/proposed course of action (hereinafter proposal)

As a rule, the student should submit his or her proposal to the supervisor within two to four weeks of the kick-off meeting. The proposal should incorporate the following elements:
1) Starting point, task
2) Objective
3) Initial results of literature research; relevant facts/best practice/theories and/or models
4) Procedure/method selection for researching information and collecting/evaluating relevant data, if necessary additional methods for developing the solution (e.g. innovation techniques).
5) The outcomes expected
6) Key Milestones

At this point, the supervisor and client are required to approve the student's proposal.

Supervision by the member of staff

Following a discussion of the proposal and its approval, the student should be able to work on the assignment largely autonomously. It is up to the student to ensure that he or she receives a sufficient level of supervision.

Use of the FHNW's name

When communicating with the outside world, the student must declare that he or she is working on a student project. Use may be made of the "Studierendenprojekt" or "Student Project" logo designated for that purpose. The student must obtain the consent of the supervisor and client prior to conducting surveys or issuing public-facing information. (see also section "Surveys" below)

6.2. Surveys

In the case of surveys, the rights of the interviewees have to be respected, i.e. they have to be informed about the objectives and purpose of the survey. Therefore, the survey should be sent with a meaningful explanatory text. The survey software "Tivian" can be used via https://survey.fhnw.ch.

Survey invitation texts

Surveys must be sent out with a meaningful accompanying text (e.g. invitation by e-mail with a link to the survey). The following elements must be included:

- Personal form of address of the recipient
- Information about the project and the students
- Information on the client (see also under: "Surveys outside FHNW")
- Information about why the person was selected or where the contact details for the person came from
- Timeframe of the survey and expected time for answering the questions
- Information on the anonymity or non-anonymity of the survey
- Signature:
  - full name of the students
  - Information on semester, study degree programme, school, and location
  - Contact data incl. FHNW contact email
  - Contact details of the supervising lecturer

Example:

Dear Mr Eser

How do you experience Basel's city centre? Help us and get involved for your region with just a few clicks!

As part of my Bachelor Thesis in Business Administration (International Management), I am investigating the attractiveness of Basel's city centre. On behalf of the Basel-Stadt trade association, I am using an online survey to gather the opinions, needs and suggestions for improvement of Basel's citizens. Since you are registered with the trade association as a recipient of the newsletter and live in Basel, I invite you to take part in the survey: www.meineumfrage.ch/GewerbeverbandBS.

The survey is active until and including 10 May 2025 and the response time is about 8 minutes. The data will be collected anonymously and treated strictly confidentially.

Thank you very much in advance for your time and efforts in answering the questions. Should you have any questions, please feel free to contact me at any time.

Kind regards
Mia Spasic

Student in the 6th semester of the Bachelor's degree programme in Business Administration (International Management)
University of Applied Sciences FHNW in Olten
Contact: mia.spasic@students.fhnw.ch

Contact supervising lecturer:
Prof. Dr. Giovanna Caroli
giovanna.caroli@fhnw.ch

Surveys outside FHNW
The client can only claim the results of the survey for itself if the client and the purpose of the survey are mentioned. Text example: "The survey takes place within the framework of a student project on behalf of the .... AG. The ... AG wants to understand the customer needs better." The disclosure of the client is the normal case.

The client loses the right to use the results solely if he, she does not wish to be named. The survey participants are also entitled to the results. Text example: "The survey takes place within a student project. If desired, the results of the survey will be made available to you. Please contact hans.muster@students.fhnw.ch "

Surveys within the FHNW
Surveys to FHNW students must be sent ready to dispatch to Pavel Somogyi (pavel.somogyi@fhnw.ch) with an indication to which student groups the survey should be sent to. The surveys are then sent via the central address umfragen.wirtschaft@fhnw.ch. It is not possible to have surveys sent to FHNW employees as part of student projects.

In addition, it must be confirmed that the supervising lecturer has reviewed and released the survey for publication. The supervising lecturer is to be integrated into the mail CC.

6.3. Status meeting/interim presentation

A status meeting or interim presentation should be scheduled to take place approximately halfway through the thesis process. Those present should include the client, the students, and the supervisor. The agenda will normally include the following items:

- The status of the assignment; what has been achieved to date
- Any issues presenting a challenge
- Forecast; next steps
- Feedback from the client and supervisor on progress made

6.4. Unforeseen situations

If, during the assignment, a situation unforeseen by student, client or supervisor emerges to seriously compromise the progress or timely completion of the thesis, the Dean of Studies may, in consultation with the student project supervisors, grant an extension or present the student with an alternative topic.

6.5. Scope of the Thesis and formal aspects

The Bachelor Thesis should be intelligible to a well-informed reader and capable of being understood in all substantive aspects without need for further commentary.

There is no direct relationship between the quality of the work and the scope of the thesis. The challenge lies in directing sufficient attention to the core of the assignment and avoiding duplications. The thesis should be between 50 and 80 pages in length, excluding the appendix.

The formal and linguistic aspects of the thesis should adhere to the guidelines contained in the documents listed in the supplements section.

7. Submission and final presentation

7.1. Submission of the Bachelor Thesis

The upload of the Bachelor Thesis as a PDF and its appendix, plus any specially developed tools (XLS…) must be completed by the student by the official submission date (see Timetable section). The Bachelor Thesis is submitted on the "Moodle Assessment" platform. The link to the Moodle Assessment course and the corresponding enrollment key can be found in the Moodle course for the Bachelor Thesis. Students are responsible for ensuring that they can log in to Moodle Assessment in good time before the deadline. The submission time should not be too short so that there is enough time for the platform change. If the thesis was a teamwork of two students, the thesis has to be uploaded just once per team. Moodle Assessment automatically registers the submission date. Students can save submissions in draft mode on Moodle Assessment. The final electronic submission on Moodle Assessment is a one-off and final submission. If the submission deadline has expired and no final submission has been made, but a submission in draft mode exists, this last submission saved on Moodle Assessment will be assessed as the final submissio

It can be agreed with the participants whether the work is to be handed in electronically or printed out. The thesis should be handed over in electronic and/or physical form to the supervising lecturer and to the client at the latest within one week after the binding deadline. Ideally, students should hand in the Bachelor thesis in electronic or physical form before the final presentation so that the supervisor can have a look at the results of the thesis. The students confirm on Moodle that the uploaded work is identical to the one received by client and supervising lecturer.

No hard copies have to be handed in to archives or libraries. If the criteria for publication of a Bachelor Thesis in swisscovery are met, the School of Business produces the necessary hard copy.

7.2. Consequences of late submissions

Punctual upload of the thesis to Moodle is a reflection of the quality of the work and form part of the Bachelor Thesis requirements. Late uploads onto Moodle carry the following consequences:

- Up to 24 hours after the official submission time: Grade 4.0 (or less if the contents are deemed unsatisfactory)
- More than 24 hours after the official submission time: Grade 1.0 (grade F)

The involved lecturers and the Dean of Studies will be informed immediately of a late submission.

7.3. Final presentation

The final presentation for the benefit of the client shall take place in the presence of the supervising lecturer within one week after the submission date. The final presentation can also take place later on agreement with the supervising lecturer and the client, if the assessment of the thesis is guaranteed up to the assessment deadline. Alternatively, it can take place prior to submission. The final presentation will be assessed and graded alongside the thesis.

7.4. Public Management Summary

The public management summary should be submitted by one week after the deadline. During the submission process, the summary will be checked and approved by the supervising lecturer as well as by the client. The link to the workflow is activated on Moodle. Central elements of the public management summary:

- Lead (max. 300 characters with spaces): should encourage further reading and arouse interest without revealing all results.
- Short description of the work: initial situation (max. 600 characters), procedure (max. 600 characters) and results (max. 1,200 characters). The characters in the description should be the number of lines including spaces.

- An illustration with reference to the work in legible quality. Instead of a picture, a self-made video clip of the work can be posted. Duration: approx. 1:30 min. Successful examples of images, instructions on how to create a video script and the video outro can be found at: https://www.fhnw.ch/plattformen/wirtschaft-studierendenprojekte. In many cases, images are protected by copyright. Students must have the necessary copyright and publication rights for the graphic.

A public management summary must also be submitted for confidential theses. It is the student's responsibility to agree with the client whether the name of the commissioning organisation and the specific results may be mentioned in the Public Management Summary. All information on the form is public, including the name of the organisation, contact person and of course the actual management summary. If the client does not wish to publish individual details, the information should be generalised accordingly (e.g. 'a Swiss financial institution' instead of 'UBS'). In the case of confidential work, the work itself remains confidential. The publication on the internet (https://studierendenprojekte.wirtschaft.fhnw.ch) serves as a reference for the students. It may be used by the FHNW for publication on the FHNW webpage or in other media without further consultation with the students or the client.

After consultation with the supervising lecturer and the client, the summary can also be uploaded at a later date, provided that the assessment is guaranteed by the deadline for the submission of grades.

8. Grading of the Bachelor Thesis

8.1. Assessment and grading

The supervisor together with the client undertakes an assessment of the thesis in accordance with an assessment framework. The assessment should be a consensual process. Where the client and supervisor fail to agree on an assessment, the supervisor shall have the final decision.

Ideally, the supervisor should discuss the assessment verbally with the student. If it is decided that no such discussion should take place, the supervisor forwards the grade to the student, together with the written assessment of the thesis by the official deadline for awarding the grades.

8.2. Excel-document "Assessment framework"

This document forms the binding basis for the academic performance record (certificate).

The framework contains criteria that are aligned with the objectives of the course. The framework should allow a balanced and objective assessment of the thesis. Any criteria in the framework that have no relevance to the thesis in hand do not need to be graded. The overall grade is calculated automatically and displayed to the nearest tenth of a grade.

In the section "Overall Appraisal" in the sheet "Total Score" supervising lecturers are asked to formulate a summarising appreciation. The sheet "Total Score" has to be handed over to the student(s)

8.3. Grading and repeats

Bachelor theses are graded in steps of one tenth, which are rounded to the nearest half-mark for the final module grading.

If the Bachelor thesis is assessed with a preliminary grade of 3.5, it can be improved or repeated once with a new assignment (see also § 21, section 16 of the study and examination regulations). If the rectification variant is chosen, a maximum grade of 4.0 can be achieved. If the rectified thesis is still insufficient and is definitely graded 3.5, the student can repeat the thesis module once with a new topic, provided that there is still an opportunity to repeat it.

8.4. Declaration of Authenticity, Plagiarism, and attempted deception

The Bachelor Thesis is accompanied by a declaration of authenticity to the effect that the thesis is the student's own work and that no sources and aids were used other than those referenced.

All sources must be cited in the text and listed in the bibliography. All other aids used in the creation of the Bachelor thesis must be declared in a list of aids. Submitted theses can be checked by means of plagiarism detection software in case of suspicion, but also without any particular reason.

A distinction is made between lack of discipline in citation and plagiarism:

- A minor violation of the citation guidelines can be considered as indiscipline. The consequence should be a point deduction or the grade 3.5 (with the possibility of rectification).
- Plagiarism occurs when another's work is passed off in whole or in part as one's own work by not disclosing sources or disclosing them inadequately. If the suspicion of plagiarism or other deception (e.g. ghostwriting) can be sufficiently substantiated, or if students admit to the breach of duty, the Bachelor thesis will be graded 1 or "not fulfilled". Depending on the severity of the violation, the university may take further disciplinary measures (reprimand, exclusion from studies).

The University of Applied Sciences and Arts Northwestern Switzerland has published the document "Guidelines for the use of plagiarism software". The publication covers further information about the different forms of plagiarism, the meaningful use of the plagiarism detection software and other aspects of plagiarism.

8.5. Appeals procedure

The appeals procedure is set out in the Study and Examination Regulations relating to the Bachelor of Science at the School of Business (https://www.fhnw.ch/de/studium/studien-und-pruefungsordnungen-der-hochschulen-fhnw/media/studien-und-pruefungsordnung-hsw-fhnw.pdf)..

8.6. Prizes for excellent theses

Various organizations award prizes for excellent student projects. An up-to-date overview can be found under: https://www.fhnw.ch/en/degree-programmes/business/sponsorship-award. It is worth reading the requirements of the individual prizes at the beginning of the processing time. Thus, it may be possible to work towards this. Participation in a competition is welcomed.

9. Costs, expenses, reimbursements

Costs per Bachelor Thesis: CHF 900.- (excl. VAT) plus possible expenses of the student. This fee does not apply in the case of a bachelor thesis undertaken on behalf of a client that employs the student on a part-time, minimum 50% basis. The flat-rate fee for processing a topic will be charged to the client by the FHNW School of Business following completion of the project in question.

Expenses (e.g. printing costs, travel costs, postage/shipping, survey telephone charges) incurred in connection with the thesis shall be borne by the client. The student must agree at the outset of the thesis on the expenses with the client and furnish the client with evidence of such expenses. The client shall reimburse the student directly.

10. Contact information and binding supplements

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Information for clients
are available under: www.fhnw.ch/business/student-projects

Information for students and lecturer as:
- Student project platform with guidelines, submission form, student project brochure, assessment framework, information, documents, templates and hints (https://www.fhnw.ch/plattformen/wirtschaft-studierendenprojekte/en/)
- Guide to the formal presentation of scientific papers in German and English (https://www.fhnw.ch/plattformen/academicguide/)
- Study and Examination Regulations relating to the Bachelor of Science at the School of Business (https://www.fhnw.ch/de/studium/studien-und-pruefungsordnungen-der-hochschulen-fhnw/media/studien-und-pruefungsordnung-hsw-fhnw.pdf)

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