



Guidelines for the product-based thesis

Thesis coordinators

Haaga-Helia University of Applied Sciences

Haaga-Helia Bachelor's Degree

Bachelor's Thesis Instructions

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Abstract

Author(s) State the author(s) here, first name before surname, alphabetized according to surname
Degree Bachelor of Business Administration, Bachelor of Hospitality Management, Bachelor of Sports Studies, Bachelor of Culture and Arts (delete the unnecessary degree alternatives)
Report/Thesis Title Write the main title of your report/thesis here
Number of pages and appendix pages x + y
<p>The abstract presents the main points of the thesis to the reader. Key information such as the background of the thesis, objectives, demarcation, theoretical framework, implementation, methods, timeline as well as results and discussion of the study are provided.</p> <p>The abstract follows the same order as the report proper. It is a nutshell overview of the whole report. The abstract must form an independent entity that can be understood without reading the entire thesis.</p> <p>The abstract is written in neutral English in a concise and understandable style. Complete clauses and sentences are used, passive voice is favoured, and the third person (author/authors) preferred instead of the first person (I, we).</p> <p>The past tense is used when referring to previously published research, when discussing the progress of one's own work and its findings, or when stating conclusions others have achieved. The present tense is used when general results are presented, and also when the use of one's own findings and insights are presented.</p> <p>The abstract must not exceed one page in length. It should comprise at least three paragraphs which are separated with one blank line. Start a new paragraph for each new topic. The abstract must not include source references.</p>
Keywords The abstract ends with a list of keywords, 3–6 words that best describe the contents of your thesis, in order of importance. Make use of glossaries available at http://finto.fi/fi/ and https://an-nif.org/

Contents

1	Introduction	1
2	Structure of the report.....	2
2.1	Introduction	2
2.2	Theoretical framework.....	2
2.3	The empirical part	2
2.4	Discussion.....	3
2.5	Sources.....	4
2.6	Appendices	4
	Sources	5
	Appendices	6
	Appendix 1. The structure of a traditional report in a product-based thesis.....	6
	Appendix 2. Zipper-model	7

1 Introduction

In a product-based thesis, you develop a company's or community's activities, operating methods or some concrete outcome. For example, you can create a marketing or business plan, a social media strategy, an orientation guide, a budget, a financial calculation or make various process descriptions, an IT solution or service, design and produce a video, or be involved in organizing an event.

The product-based thesis consists of two complementary parts:

- the report of the theoretical framework and the description of how the outcome was produced
- the actual outcome.

In the report, present the objectives, justify the necessity and usability of the outcome and define the target group. The report contains a theoretical framework and a description of the implementation of the outcome. In the implementation, you can utilize various development work methods, which are described and justified as part of the implementation of the outcome. The Discussion chapter of the report presents an evaluation of the outcome and one's own thesis project.

If you are considering doing a product-based thesis, keep in mind at least the following:

- What is the need for the outcome?
- In what form should the outcome be implemented?
- Do you have sufficient skills to plan and implement the outcome?
- What kind of support can you get from the commissioning organisation to produce or implement the outcome?
- Is the commissioning organisation willing to reimburse any costs incurred by producing the outcome?
- How do you take into account copyright issues and any possible maintenance or updating of the outcome?
- Is the outcome such that the commissioning organisation wants to limit its publication within the Theseus restricted collection?

It is important to get an answer to the last question from the commissioning organisation. Please note that secret or hidden theses are not allowed; all theses are published in Theseus. If your commissioning organisation does not allow the publication of the thesis report in the public collection of Theseus, the work will be published in the restricted collection of Theseus, where the title and abstract of the work will be available for reading. The complete thesis reports of the access-restricted collection can be read under Haaga-Helia's domain names. However, a person who does not have Haaga-Helia's domain names can read the work by coming to the library or requesting it via e-mail.

2 Structure of the report

Whether your topic is website development, creating a new business concept, event, exhibition, information system, software, book, guide, instruction, financial calculation, or producing an experience, it is always accompanied by a report. In your report, you tell the reader what kind of knowledge-based material and what development methods you have used as the basis for your product-based outcome.

The thesis report typically consists of an introduction, theoretical framework, empirical part, discussion, sources and appendices. You can also use the zipper model, where the theoretical framework is not a separate part of the report, but instead it proceeds in parallel with the empirical part. First, cover one topic in the theoretical framework and then tell how you put the theory into practice. Then present the solutions made or the results achieved. If you are using the zipper model, write a total of 2 to 4 chapters combining the theoretical framework and the interpretation of the results. (Appendix 1; Appendix 2)

Depending on how well you document and justify the solutions you make in producing your product, this will affect the outcome of the work. Please note that reports vary widely depending on the nature of the outcome. Discuss with your thesis supervisor which report style best supports the presentation of your results.

2.1 Introduction

When preparing the introductory text, follow the Reporting Guidelines for Long Reports and Thesis (Thesis Coordinators 2022, 4). In the introduction, you can briefly introduce the commissioning organisation, but a more detailed description is placed in the empirical part.

2.2 Theoretical framework

A theoretical framework is included in all theses, and it is linked to how something is produced or the outcome. There must be a clear link between the theoretical framework and the product. Discuss the themes and structure of the theoretical framework with your thesis advisor.

2.3 The empirical part

In the product-based thesis, the empirical part consists of three parts. The main content is presented below.

1. Description of the starting point and presentation of the design

- Introduce your commissioning organisation and processes relevant to the outcome.

- Describes what kind of problems or needs the outcome responds to.
- Introduce the target group of the outcome. Who is the outcome for?
- Describe and consider the limiting factors for what is being produced. Does the commissioning organisation have any expectations about the form of the outcome, the schedule, the development work methods used or the resources?
- Define qualitative criteria for the outcome. How to determine that the final product is good?

2. Description of how the outcome is produced

- Clarify and illustrate the process with figures, such as a flowchart.
- Describe all stages of the process, the choices involved and the reasons for the choices made.
- Take advantage of a variety of raw prints or sketches in your presentation.
- Introduce development methods, using sources as part of the process phase or phases. Describe how the method of development work has contributed to the process of producing the outcome at that stage.

3. Presentation of the final outcome

- If the outcome can be technically attached as an appendix (e.g., a guide, plan, process description, calculation), and the description of the implementation of the outcome is thorough and clearly presents the outcome, a separate subchapter presenting the outcome is not required.
- If the outcome cannot be placed as an appendix (e.g., an event, nature trail, exhibition stand, staff training day), describe the final outcome in the empirical part of the subsection. Illustrate the outcome with images such as photographs, screenshots or drawings.

2.4 Discussion

The usability of the outcome is examined in all product-based theses. Think about the choices and solutions you have made, taking into account the design, implementation and usability of your thesis. Evaluate the outcome as conclusions:

- timeliness
- necessity
- usability
- success in accordance with pre-defined qualitative indicators (see section 1 of the empirical part)
- further processing possibilities.

In addition, consider the reliability of the thesis; what were the strengths and weaknesses of the work and its completion in its various stages. Finally, consider your own learning, and look at your

own learning and professional development during the thesis project. Critical and analytical thinking indicates your development and ability to be an expert, so it also describes possible failed solutions or choices.

Also use the Guidelines for Long Reports and Theses (Thesis coordinators 2022, 4–5) to prepare a Discussion chapter.

2.5 Sources

The list of sources contains all the information of the sources used in alphabetical order. Be sure to also include sources for the methods employed. When creating source entries, follow the Haaga-Helia Library's LibGuides Reference help (Haaga-Helia Library and Information Services 2022).

2.6 Appendices

Attach the outcome is attached, if it is technically possible. If it is not possible to attach the outcome as an appendix, the description of the final outcome should be done in the empirical part.

Thus, the appendices typically include:

- the final outcome or outcomes, if technically possible to be attached to the thesis
- the material of the development methods used in producing the outcome, such as the interview form, calculations, workshop material, etc.

Sources

Thesis coordinators 2022. Reporting Guidelines for Long Reports and Theses. Haaga-Helia University of Applied Sciences. URL: [https://www.haaga-helia.fi/sites/default/files/file/2022-02/Guidelines for long reports and theses 2022 0.pdf](https://www.haaga-helia.fi/sites/default/files/file/2022-02/Guidelines%20for%20long%20reports%20and%20theses%202022%200.pdf). Accessed: 16 March 2022.

Haaga-Helia Library and Information Services 2022. Reference help. URL: <https://libguides.haaga-helia.fi/referencing>. Accessed: 25 February 2022.

Appendices

Appendix 1. The structure of a traditional report in a product-based thesis

Cover page, abstract, table of contents
Introduction <ul style="list-style-type: none"> – general introduction – objectives, research problem or objective setting, demarcation – key concepts – there is no need to present the structure of the report if it follows the traditional report structure (it can be seen in Contents).
Theoretical framework <ul style="list-style-type: none"> – theories and previous practical and experiential information, such as instructions, manuals, laws and regulations, government guidelines – anchoring one's own topic in previous research, theories and models, using professional literature and other sources – a possible summary of the theoretical framework presented, if needed.
Empirical part <ul style="list-style-type: none"> – target – objectives, problems and development task – description of the project plan with justifications – description of implementation and working methods – the outcome(s) or outcome descriptions if the outcome(s) is (are) in appendices. – summary (not always necessary, see Discussion, summary of results).
Discussion <ul style="list-style-type: none"> – summary of results – ethical viewpoints – conclusions and suggestions for development or further research – evaluation of one's own thesis project and learning.
Sources
Appendices <ul style="list-style-type: none"> – the outcome(s) (if possible to attach to the report)

Appendix 2. Zipper-model

Cover page, abstract, table of contents
Introduction <ul style="list-style-type: none"> – objectives – demarcation – presentation of the commissioning organisation – project description
Topic A to be studied and developed <ul style="list-style-type: none"> – prior research and experiential information (theoretical framework) – outcome(s) and development suggestions
Topic B to be studied and developed <ul style="list-style-type: none"> – prior research and experiential information (theoretical framework) – outcome(s) and development suggestions
Topic C to be studied and developed etc.
Discussion <ul style="list-style-type: none"> – summary and conclusions – usability of the outcome(s) – evaluation of one's own thesis project and learning.
Sources
Appendices