Tutorial worksheet
List of Presentations for the course **METHODOLOGY PREPARING MASTER'S THESIS**

1/ Project Problem: Identifying the issue - the need - to be addressed in the market by utilising the tools of Design Thinking.

2/ Identifying the target group - who is the customer?

3/ Define the customer value proposition. What the customer is looking for.

4/ Define the process structure -key activities-, i.e. what are the steps to produce the product

5/ Financial study of the project-organisation-cost structure and profits

6/ Determining the environment of the organisation PESTEL and 6 FORCES of PORTER and swot analysis

7/ Designing the prototype-SCRATCH TO PROTOTYPING

8/ Defining the MVP

9/ Scientific research methodology: reviewing the basic fundamentals (meaning of research, definitions of research, research objectives, research motivation, general characteristics of research, criteria for good research, types of research, specificity of research in finance and accounting).

10/ Scientific research problem: Scientific thinking, what is a research problem, selecting the problem, sources of the problem, defining the problem, evaluating the problem.

11/ Literature Review: Meaning of a literature review, need for a literature review, objectives of a literature review, sources of literature, functions of literature, how to conduct a literature review.

12/ Constructing research hypotheses: Meaning of hypothesis, definitions of hypothesis, nature of hypothesis, functions of hypothesis, importance of hypothesis, types of hypothesis, characteristics of a good hypothesis, variables in the hypothesis, defining the study model, formulating the hypothesis, testing the hypothesis.

13/ Data collection methods: How to conduct surveys, questionnaires, interviews, observation, analysing documents and archival research.

13/ Sampling: Meaning and definition of sample, sampling methods, characteristics of a good sample, sample size, citation and documentation in scientific research.

14/ Data analysis techniques: Quantitative data analysis (descriptive statistics, inferential statistics, regression analysis...); qualitative data analysis (thematic analysis, content analysis, ...); mixed methods approaches

15/ Structure and organisation of the research introduction: Presenting the background of the study and identifying the research gap, presenting the importance and objectives of the study, ...

16/ Citation, marginalisation and referencing

17/ Structure and organisation of the methodological framework of the research: Describe the research design, sampling and data collection procedures, present the data analysis plan...

18/ Structure and organisation of the presentation and discussion of the research findings

19/ Structure and organisation of the conclusion

20/ Editing and documentation in APA style: Editing, referencing, tables, figures, appendices,...

21/ Presentation techniques

Instructions to follow:

Choose a single topic per student using the scientific method.
Submit the work in the 'presentation submission' area in Word and PowerPoint format