**Assignment and processing of bachelor thesis (BT)**

**(Directive of the Vice-Chancellor for Studies)**

**1) The bachelor thesis and its defence together with the final state examination completes the bachelor's degree of higher education.** Bachelor thesis is the first more comprehensive written work in which the student demonstrates a theoretical orientation in your study specialization, the ability to apply the acquired knowledge to the selected issue and possibly propose possible ways of solving some of the researched topics. In art specializations, the theoretical part of the bachelor thesis is focused on the analysis of the researched phenomenon, its critical assessment and in the actual practical part of the student's bachelor thesis presents his proposals for the investigated and evaluated phenomenon.

**2) The bachelor thesis usually consists of two parts – theoretical (professional) and practical (application, creative).** The practical part logically follows on from the theoretical part. In some cases, it is possible to work on purely theoretical or historical topics, in which the practical part has no justification. It is also possible, for example, when processing literary studies topics, that the binding of both parts of the bachelor thesis will be relatively loose. The degree of tightness of this bond assessed by the supervisor during consultations.

The topics of the bachelor theses are listed by the relevant department (studio). The student can suggest elaboration of one's own topic, but the opinion of the department (studio) is decisive. **You are the head of BT chosen by the students themselves, the BT opponent is assigned by the relevant department.** The student can suggest a possible supervisor outside the PSCC pedagogues, approves his proposal with his signature head of the department (studio) on the APPLICATION FOR APPROVAL form. The theoretical and practical part of the work can the student consults with any expert from practice or with another PSCC teacher.

**The VŠKK sets the following requirements for conducting theses:**

The head of the BT must be an academic worker with at least one level of education higher than the level of education (type) of the study program within which BT leads. NOTE: A recognized external expert can also be the head of the BT within art programs not fulfilling the condition of education achieved, which is, however, replaced by erudition in the relevant field. In this case, the student is assigned a BT consultant who helps the student with his/her own expertise.

**Maximum number of BT per leader: 8**

**3) Types of thesis:**

The final work can be theoretical, historical, it can represent a critical analysis of a certain phenomenon from marketing communication practice, it can be artistic (original literary work, screenplay, artistic translation), journalistic (e.g. collection of feuilletons, reports, etc.), editorial processing of the text (e.g. compilation of an anthology) – in this case, the professional part can be, for example, editorial note or afterword. As part of art specializations, it is possible to choose from the fields of authorship, client or digital projects (GMD+PAA), focus on the selected photographic genre (PAA), to process a short animated film, video clip or jingle, or to orientate on image post-production (AVE). Projects in the non-profit sector (GMD+PAA+AVE) are also welcome.

**4) Choosing a topic and processing the assignment of the bachelor thesis:**

The student chooses a topic from the approved list (or chooses his own topic) and through of the **FINAL WORK ASSIGNMENT** form (which is available on the PSCC website) requests his assignment to the relevant department. Completely filled in and approved ASSIGNMENT BT (including all signatures) will be submitted by the student to the study department no later than the deadline in the schedule of the relevant academic year - otherwise, it will not be for the student allowed to submit the bachelor thesis in the following academic year.

ASSIGNMENT BT processed by the student must be based on knowledge of the subject matter, be sufficiently detailed and convincing, methodologically mastered, so that on its basis it has the relevant department a clear idea of the goal of the work and processing methods. When processing BT TASKS the student will succinctly express his idea of the chosen topic using these mandatory characteristics (each at least 5-10 lines of text):

*1. Theoretical foundations.*

*2. The objective of the work.*

*3. Procedures within the investigation and interpretation of the given topic.*

*4. Considered work results.*

*5. Evaluation of the contribution of the work and possible recommendations for practice.*

*6. Basic professional sources of information – books, magazines, internet.*

*7. Basic idea of the content structure of the theoretical (professional) part.*

*8. Basic idea of the content structure of the practical (application / creative) part.*

* **Theoretical foundations:** The student briefly characterizes the main driving forces which they are decisive for the assessment of the given issue – e.g. socio-economic the context of marketing communication, the structure of the media and its change over time, new programs that facilitate the work of graphics, etc. It characterizes the basic resources, from which it will draw, and examines developments in the area – it will state the main relevant facts, which are decisive for the overall view of the investigated phenomenon.
* **Objective of the work:** The student defines the main potential result of their efforts. Clearly they state what they intend to achieve and why they formulate the goal in this way.
* **Procedures within the framework of research and interpretation of the given topic:** The student characterizes main cognitive tools and main analytical procedures that will be in their work to use, including any specific interpretation methods.
* **Considered work results:** The student tries to forecast their main results research works, understandably only in rough, more general categories.
* **Evaluation of the contribution of the work and possible recommendations for practice:** The student will try formulate an opinion on what new knowledge the work intends to bring and how this knowledge will be obtained they can enrich the knowledge of the subject being evaluated. At the same time, it will indicate which one recommendations for marketing communication practice could result from the work.
* **Basic professional sources of information:** The student will list at least 3 basic book sources titles (at least 3 major journal studies) including links to electronic sources of information that will form the starting point for their bachelor thesis work. Alternatively, it states some other possible sources of knowledge - for example, in-depth knowledge interviews with experts, content analysis of texts, an experiment in the sales area etc.

**5)** **Change of topic or change of thesis supervisor**

Fundamental changes to the assignment are possible only in the form of a written amendment with the approval of the manager and the head of the relevant department (studio), viz. form REQUEST FOR CHANGE OF ASSIGNMENT BT (available on the PSCC website). In the event of a change of topic, the student also submits a new SPECIFICATION OF BT.

A change of BT assignment is possible no later than 5 months before its submission.

**6) Formal requirements of the bachelor thesis:**

* Bachelor theses are written in English.
* Text indentation 1.5, margin setting left 3.5 cm, right 2 cm, top and bottom 2.5 cm, text orientation portrait, A4 format, Times New Roman font. Font size 12, chapter titles size 14, footnotes size 10.
* **The recommended scope of the bachelor thesis is 40 standard** **pages** (72,000 characters incl. spaces) of own professional text. All text from prefaces to the bibliography, including footnotes. For some types and genres of the final work (e.g. collection of poems, screenplay), the supervisor may work in ASSIGNMENT BT to set a different scope.
* Bachelor theses, which also include a practical part in the form of visuals, audiovisual or auditory communication, must have a text range in hardcover minimum 35,000 characters including spaces.

**7) Assessment of the bachelor thesis:**

* The thesis supervisor will evaluate the level of the submitted bachelor thesis in writing. He assesses the work also an opponent from among PSCC’s internal staff or from among experts from practice, who in his opinion, he formulates 2 additional questions that will be part of the defence final work. The starting point for both evaluations is also the work classification proposal and a clearly expressed opinion as to whether the thesis is recommended for defence or not. Assessments are submitted via an electronic information system. The supervisor's assessment also contains a statement on the result anti-plagiarism investigation.
* The thesis supervisor's report and the opponent's report must be available to the student at study department of PSCC (and at UIS) at least 5 working days before the event defence of the bachelor thesis.
* Bachelor theses are archived in the PSCC library and in electronic form at UIS.

**8) Submission of the bachelor thesis:**

The bachelor thesis is submitted to the study department no later than the binding deadline determines the schedule of the relevant academic year.

Each student is required to hand in 1 hardcover copy. Students of the study programme Creative Marketing and Communication and Literary Arts must also submit one copy in comb (ring) binding or complete processing to CD (DVD) carriers. Students of the Visual Arts study programme also hand in their complete work on CD (DVD).

Ing. et Ing. Simona Černá

vice chancellor for studies