

PEKING UNIVERSITY HSBC BUSINESS SCHOOL

GRADUATE THESIS SEMINAR 2016 APRIL

SYLLABUS

COURSE MEETING TIME AND LOCATION

Class Time: April 18 - April 25, 2016 (Please refer to Appendix A (Presentation Schedule))

Class Venue: Room 501, 519, 333 & 335 (Please refer to Appendix A (Presentation Schedule))

INSTRUCTOR CONTACT INFORMATION

Instructor: Dr. Hong ZHU, Assistant Professor of Management

Office: Room 666, PHBS

Phone: 2603-3781

Email: zhuhong@phbs.pku.edu.cn

Office Hours: 9:00-11:00am, Sunday (April 24) & By Appointment

Teaching Assistant: Jingxuan ZHANG (Jessie)

Phone: 185-8842-0690

Email: zjx@sz.pku.edu.cn

COURSE OVERVIEW

This course aims to prepare graduate students to present their theses in a professional, effective and efficient manner. The course also helps graduate students to build up their presentation capabilities and thus students are well prepared for future positions in the business and/or academic fields.

Format — Except for the two grand sessions listed in the attached presentation schedule, the rest of the class time will be devoted to students' presentations. Students are expected to have a polished version of your thesis before the presentation. Students are also expected to not only prepare their own presentations diligently, but also take an active role in evaluating their fellow students.

Presentation Time Slots — Please work with TA to pick your time slot (Appendix A) before **8:00am, April 17 (Sunday)** based on "first come; first served" principle.

Communication — We use your emails as our basic communication tool. I expect everyone to check their e-mail at least daily. Frequently, time-sensitive announcements will be distributed via emails. Please be sure that you are on the distribution list.

GRADING

The final grade will be determined based on the following three aspects:

Components	%
Attendance	10%
Presentation	70%
Peer evaluation	20%

The final grade of each student will be in the form of one of the following 4 scores: High Pass (HP, 90 and above), Medium Pass (MP, 80 to 89), Low Pass (70 to 79), and Fail (F, 69 and below). In the following a detailed description of each grade component is provided.

A. Attendance

Each student is required to attend two grand sessions and the morning or afternoon session during which you are one of the presenters. For example, if you present at 10:05-11:05 on Friday (April 22), you have to attend 9-12:20pm (April 22) session in addition to two grand sessions. You are very welcome to attend other presentations.

Please come to TA to check your attendance before the grand session starts at 9:00am.

Please come to the Professor to check your attendance before the session starts at 9:00am or 2:00pm.

Students lose 0.5% point for every late arrival. An unexcused absence will result in the loss of all 10% attendance points. A second unexcused absence will result in a fail. Documentable health issues or interviews are excusable and should be pre-approved by the Professor. Early flights home, visits from relatives etc are not excusable.

Missing your presentation for any reason will result in your failing the course. There will no makeup presentation. You should plan your date carefully.

B. Presentation (70%)

Submission of the slides. Slides must be submitted through emails to me and TA on or before **8:00am, April 16 (Saturday)**. The submissions after the due time will be penalized 5% of the total final grade for each 24-hour late.

Upload of the slides. Slides must be uploaded prior to your presentation. Any installation delay will be counted toward your allocated time.

Presentation and Q&As. Each student will present for 15 minutes plus 5 minutes for the feedback from the instructor and Q&As.

Evaluation. The professor will evaluate your presentation based on presentation evaluation criteria (Appendix B)

C. Peer evaluation (20%)

Each student will evaluate other **three** students' presentation performance in the required session and **submit the evaluation form to me before the end of the session** (Peer evaluation form is Appendix C.) The three students are on your own choice. 20% of each student' final grade is based on the average peer evaluation scores of your fellow students. If you submit peer evaluation forms after the due time, you will be penalized 5% of the total final grade for each 24-hour late.

ACADEMIC INTEGRITY

You fail the class if you plagiarize in either your draft or presentation slides. Furthermore, the school discipline committee will be notified by the instructor of any such case. Most likely, penalty could be anywhere between misconduct recording and expel. Read the following link to make sure you fully understand what plagiarism is defined. If you still have question, feel free to stop by my office. <http://courses.dce.harvard.edu/~phils4/honesty.html>

Please sign on the declaration of academic integrity form (Appendix D) and submit it to me with your three evaluation forms before the end of your session.

SUMMARY

Key activities and due time are summarized on Appendix E.

**APPENDIX A
PRESENTATION SCHEDULE**

Class Schedule				Contents	Room	# of Students
18-Apr	Monday	8:30-9:00		Grand Session	501	79
		9:00-10:00am		Grand Session	335	79
19-Apr	Tuesday	9-12:20pm	2:00-5:30	Presentations	333	19
20-Apr	Wednesday	9-12:20pm	2:00-5:10	Presentations	333	18
21-Apr	Thursday					
22-Apr	Friday	9-12:20pm	2:00-5:10	Presentations	333	18
23-Apr	Saturday	9-12:20pm	2:00-5:10	Presentations	333	18
24-Apr	Sunday	9:00-11:05am		Presentations	333	6
25-Apr	Monday	9:00-10:00am		Grand Session	335	79
Timeslots						
9-12:20pm				9:00-10:00		
				10:05-11:05		
				11:10-12:10		
2:00-5:30				2:00-3:00		
				3:05-4:05		
				4:10-5:10		

APPENDIX B PRESENTATION EVALUATION CRITERIA

	Grading criteria	Full mark (160 Marks)
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1	The presenter clearly states a research question in the beginning of the presentation.	5
2	The presenter clearly points out key theoretical contributions of the thesis.	5
3	The presentation provides a roadmap (presentation structure) in the beginning of the presentation.	5
4	Fundamental concepts and theoretical foundations are introduced explicitly and explained clearly.	10
5	Hypotheses development is based on theories and is logically tight.	20
	Hint 1: Please give examples if concepts and/or theories are difficult to follow.	
	Hint 2: Please avoid excessive details.	
	Hint 3: The presenter states each hypothesis clearly.	
6	The presenter introduces the sample sources and characteristics.	5
7	The presenter provides descriptive statistics such as means, s.d and correlations.	5
8	The presenter clearly describes how variables are measured and the sources of the data; and mentions statistical analysis techniques or discusses it in sufficient details if it is not commonly used.	15
9	The presenter shows the results in a Table with all control variables, independent variables and moderators.	20
	Hint 1: The presenter clearly communicates about whether each hypothesis is supported or not.	
	Hint 2: Please provide graphics of interaction effects, if any.	
	Hint 3: The presenter provides robustness checks.	
10	The presenter discusses why hypotheses are not supported.	5
11	The presenter discusses management implications	5
12	The presenter confidently addresses questions in Q&A section.	5
13	The presenter completes the presentation within the time limit	5
14	The Presenter shows sufficient preparation	10
15	The presenter distributes handouts if you update your submitted PPT.	5
16	The presenter shows s/he is professional (such as business suits) and confident.	5
17	The PPT slides are readable.	10
	Hint 1: Words on the slides should be visible clearly.	
	Hint 2: Please do not put many words on one slide.	
18	The PPT slides add value to the presentation.	10
	Hint 1: Contents on PPT slides are relevant.	
	Hint 2: Contents on PPT slides are the evidence to support arguments	
	Hint 3: Contents on PPT slides such as graphics help to understand arguments.	
19	The presenters should not rely on communication aids and cards	5
	Hint: Please do NOT recite!	
20	The presenter speaks clearly and audibly.	5
	Hint 1: Please use tone and pacing	
	Hint 2: Please communicate with and engage the audience.	
	Hint 3: Please have good eye contact with audience	
	Hint 4: You could use non-verbal gestures	
	Hint 5: Please avoid any distracting habits and behaviors	

APPENDIX C
2016 SPRING GRADUATE THESIS SEMINAR
PEER EVALUATION FORM

Your Name:_____

The Name of the Student You Evaluate _____

	<i>Grading criteria include:</i>	Full Mark 100	Evaluation
1	The presenter is professional (e.g., he wears a formal business suit).	5	
2	The presenter has a clear presentation structure that makes the audience easy to follow.	5	
3	The presenter clearly states his/her research question.	5	
4	The study's contribution is clear.	5	
5	Hypotheses development is clearly and logically communicated.	15	
6	Hypotheses are clearly stated.	5	
7	The presenter clearly introduces the study's sample sources and characteristics.	10	
8	The presenter shows results including descriptive statistics and regression results.	10	
9	The presenter discusses about whether each hypothesis is supported or not.	10	
10	The presenter addresses the questions well.	5	
11	The presenter shows sufficient preparation.	10	
12	The presentation quality (e.g., engaging audience, understandable, readable and value adding PPTs) is high	15	

Please write down your comments , if you give very low/high evaluation scores to the student and if any.

APPENDIX D
DECLARATION OF ACADEMIC INTEGRITY FORM

I declare that the idea, research design, data, and writing of this study are original except for source material explicitly acknowledged; results are based on the data; and this study does not violate the academic integrity. If this study violates the academic integrity, I shall accept the penalty.

Full Name _____

Student ID _____

Signature _____

Date _____

APPENDIX E
KEY ACTIVITIES AND DUE TIME

KEY ACTIVITIES	DUE TIME
Submission: Thesis PPTs	Due time: 8:00am, April 16 (Sunday)
Selection of your presentation time slot	Due time: 8:00am, April 17 (Sunday)
Grand Session at 9:00am, April 18 (Monday)	Check attendance with TA before 9am
Thesis Presentation	Check attendance with the Professor before 9am or 2pm
Submission: Three peer evaluation forms and declaration of academic integrity form	Due time: Give four forms to the Professor Before the end of required attendance session
Grand Session at 9:00am, April 25 (Monday)	Check attendance with TA before 9am