

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Business



Practice-based bachelor projects

Harness the skills and knowledge of our graduates

www.hslu.ch/transferservices

We are looking forward to working with you



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Are you an entrepreneur, an employee of a company or public institution, a member of an association or simply a private person with a business-related issue or problem? Would you like our students to address it by applying their skills and knowledge?

In this case, you will find the information in this leaflet very useful. It provides an overview of our practice-based student projects, it helps you identify possible topic areas and it showcases two recent project examples. It will give you an idea of what our service is all about and, hopefully, inspire you with input and ideas.

Did you know that 86 per cent of our previous clients rate the bachelor's theses written for them "good" to "very good" and consider the conclusions "valuable" to "very valuable" with direct or partial applicability to their everyday business activities?

If you are interested in enlisting the support of one of our graduates, we will be happy to assist you. The Careers Service of the Lucerne University of Applied Sciences and Arts offers a wide range of services. Find out all about them on www.hslu.ch/careers.

Do not hesitate to get in touch with us if you have any questions.
We are looking forward to hearing from you.

Thomas Fosco and Daniela Müller

The projects in a nutshell

Our majors

Bachelor of Science in International Business Administration with the following majors (language of instruction: English)

- Accounting, Finance and Banking
- International Management and Economics
- Tourism

Bachelor of Science in Business Administration with the following majors (language of instruction: German)

- Controlling and Accounting
- Finance and Banking
- Real Estate
- Communication and Marketing
- Management and Law
- Public and Nonprofit Management
- Tourism and Mobility
- Value Network and Process Management

Key information

- Group work
- Students in their final year
- Submission of topic proposal by mid-August
- Selection of topic: mid-September
- Submission of project (in print): February
- Cost contribution: CHF 800 plus expenses (according to budget)

Our students work on a variety of economic and business-related tasks identified by companies and institutions.

There are three types of practice-based bachelor projects: project work, business plans and bachelors theses. The project timelines are organised around the academic calendar. Topic and assignment proposals may be submitted until July or August. The duration of the projects is typically between six and eleven months. The expected cost contribution for the client is between CHF 500 and CHF 800 plus students' work expenses.

We will be happy to advise you with any questions about the student projects.

Should your proposed timeline or topic prove unsuitable for a student project, you may instead consider a service project with our lecturers and research associates. In this case, too, we will be happy to provide further details and help you establish contact with our in-house specialists.

Business plans

In their final study year, students write structured business plans for companies, private persons, or for their own business endeavours. They may be based on a new business idea, a new business area or a market expansion. The projects are organised as group work and supervised by lecturers and specialists in the field.

Project work

An analytical view of practical issues

Possible topics

Identification of unexplored potential in a family business, identification of previously undetected problems in an organisation, re-structuring a business to the benefit of all stakeholders, ensuring the smooth transfer of a family business to the next generation, analysis of the impact of the internet on the management of a tourism destination

Recent projects

- Online Marketing in the Travel Industry: How do potential customers behave when looking for accommodation on the internet?
- Knowledge management as a factor for success
- Strategic market analysis for startups and SMEs
- Real-life types of change: How was change experienced during and after the financial crisis by team leaders working in the Swiss banking industry?
- Management of expert organisations
- Employee surveys – current business practices

Key information

- Group work
- Second-year students
- Submission of topic proposal by end of July
- Selection of topic: early September
- Submission of project: January
- Cost contribution: CHF 500

Project work combines issues of practical relevance with a scientific approach and precise analysis. If you need a sound foundation for your decision-making, a piece of project work might be the solution.

Project work is always organised along the same lines. Groups of students explore a concrete issue using qualitative social research methods, familiarising themselves with the latter in the process. Expert interviews and their subsequent systematic analysis, rather than large-scale standardised surveys, are at the centre of this approach. Possible interview subjects range from customers, experts, people affected by change processes, potential business partners, or competitors. The interviews are being recorded and analysed with a view to answering the research question, thus testing underlying hypotheses. The collected data often brings new and unexpected aspects to light. In addition to interviews, observations may be used to explore the subject.

Students are supervised and supported by experienced specialist and methodology coaches.

Methodology Coach

Dr Marianne Rychner, lecturer

Specialist Coach

Ivo Willimann, lecturer

Seetal lake water as an energy source

At the beginning of every piece of project work, there is a desire to learn, an idea or a question relating to an open future. The case of Hochtal-based development agency IDEE SEETAL, which carries the company motto in its name, was no exception. Their research question aimed at determining whether and to what extent it is possible and useful to use lakes Baldegg and Hallwil as a source of energy. There are many technical and scientific facets to this highly relevant topic, which is why it did not immediately seem suited for qualitative research methods. Upon closer inspection, however, the true complexity of the subject matter became apparent. The many legal, economic and political questions were answered in a variety of ways by experts, local residents, planners and experienced technical specialists. Some of the answers directly contradicted each other, while others required further interpretation. In their extensive interviews, the students not only learned about the diverging assessments of the environmental risks and chances involved, but also about the fast-reproducing wandering mussel, which plays an important role in similar projects elsewhere. A systematic analysis of the interview transcripts forms the basis for the client's future decision-making.

“The ‘Seewärme’ project provided us with valuable insights for a strong and self-sufficient Seetal region.”

Client: Daniela Ammeter Bucher, Board of Directors, IDEE SEETAL, initiator of the project

“Immersing ourselves in an unfamiliar topic with great practical relevance proved to be very inspiring.”

Students: Samuel Häller, Sabrina Kamer and Reto Köpfli

Bachelor's thesis

Concluding the bachelor's programme

Possible topics

Development of communication and marketing strategies, evaluation of processes and instruments, assessment of client needs, development of internal control system concept, market analyses, etc.

Recent bachelor's theses

- Marketing and distribution strategy for “age” marketing – accessible packaging and products
- Health management
- Sustainable urban tourism
- Structure of a competitive destination management organisation

Key information

- Individual work
- Students in their final year
- Submission of topic proposal by mid-August
- Selection of topic: mid-October
- Submission of project: early July
- Preliminary study and actual bachelor's thesis
- Cost contribution: CHF 800 plus expenses (according to budget)

The bachelor's thesis is the final assignment of every bachelor student. The selected topics are as diverse as the business world itself. They can be marketing, controlling or organisational issues, but what matters most is that they are rooted in professional practice. The bachelor's thesis is an individual assignment with the purpose of showing that a student has learned to correctly identify a practical challenge and to find a sound theoretical and methodological approach to address it. In the framework of their thesis, students apply the skills and knowledge they have acquired over the course of their degree programme.

Graduates are generally expected to source and analyse their own data for their bachelor's thesis. To this end, they may use qualitative methods (e.g. interviews), quantitative methods (e.g. surveys) or a combination of the two. The methods used are expected to produce replicable results which can be applied and implemented in a practical context. This is why no bachelor's thesis is like another – they are each tailored to addressing a client's specific issue.

Supervisor

Dr Katrin Burkhalter, lecturer

Integrated communication strategy for a yacht yard

There is something spectacular and dazzling about a yacht yard, it evokes feelings of freedom, of wanting to go on an extensive holiday. Sadly, the same cannot be said about a communication strategy. When I was asked to supervise a bachelor's thesis on an integrated communication strategy for a yacht yard, I expected a decent, if somewhat unspectacular piece. Of course, I was thrilled to discover that it was anything but. Ms Kulendik's study constitutes an excellent and solid piece of research, but also delivers relevant, spot-on insights. The communication measures she suggests have been systematically established and reveal her extraordinary language skills. Needless to say, her thesis is a pleasant read throughout. The author studied the relevant literature diligently and critically and interpreted it to the benefit of the client. She knows about the practical merits of theory. Academic writing encompasses the three dimensions that are knowledge, language and communication. This thesis has been particularly successful in combining them; it is also exemplary in how it blends knowledge gained from the degree programme with independently acquired information.

"The study confirmed certain assumptions, but also provided new impulses. It's practical applicability is considerable. Kathrin Kulendik clearly goes beyond proposing run-of-the-mill measures."

Client: Franz Faul, CEO of Faul AG yacht yard in Horgen ZH

"Bachelor's theses at the Lucerne School of Business are expected to bring together theory and practice. I am delighted to contribute towards bridging this divide with my study."

Student: Kathrin Kulendik, Major in Communication and Marketing

Lucerne School of Business

The Lucerne School of Business is the pre-eminent centre of excellence for higher management education in Central Switzerland. We educate specialists and business leaders and support organisations and institutions in business-related matters.

Contact

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