

Bachelor's Program in International Business

INSTRUCTIONS FOR BACHELOR'S THESIS 2025-2026

30 September 2025

Note: In case any changes are made during the thesis process, students will be informed on the changes by email.

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THESIS MATERIALS ON STUDENT GUIDE AND MYCOURSES

Please note that the information and electronic forms are available on MyCourses workspace after the thesis groups have been created.

You can also access the general thesis info on Student Guide from here:

<https://www.aalto.fi/en/programmes/bachelors-programme-in-international-business-mikkeli/thesis>

ACADEMIC INTEGRITY, DOCUMENTATION AND PLAGIARISM

The work reflected in your thesis is your development of ideas, theories, and data that you have researched. The ideas of others must be documented appropriately. Accurate documentation in your thesis is also a reflection of academic honesty. **Plagiarism in the thesis – in any form – is strictly forbidden.** Any evidence of plagiarism in the thesis will result in serious consequences for your thesis grade and may result in disciplinary action. An Internet-based plagiarism-detection service Turnitin is used in the Mikkeli program to detect plagiarism in Bachelor's Theses. If you are in doubt about the rules, check with your supervisor. (See more information on this in section 4.)

1. SCHEDULE OF EVENTS, DOCUMENTS AND DEADLINES

The 2025-2026 Bachelor's Thesis process formally begins on 30 September 2025. Your work on the thesis begins immediately with the exploratory and developmental stages of the thesis. During the process, you will attend several information sessions, workshops and group meetings. Three personal consultations with your supervisor are also required.

Note that there will be a separate Thesis Guidelines document to describe the specific formatting requirements for the thesis.

A key factor in completing the thesis successfully is starting early and keeping up with the process, ie meeting deadlines.

The first column of Table 1 on the next page shows some of the key steps and requirements the students and the supervisors should follow during the thesis process. Students should also create their own detailed schedules for completing various steps, eg by using a Gantt chart. The titles of the documents the students need to turn in (either to their supervisor via MyCourses/Turnitin, IT staff, the library or the Mikkeli study office) by the given due dates are listed in the second column of the table. Please see the explanations for various steps and documents in section 2 of this document.

In particular, keep in mind the following:

- Your evaluation and thus grades will be affected by your performance in managing the thesis project (eg submitting work to your supervisor on time, attending meetings and otherwise maintaining communication with him/her, as well as attending thesis info sessions and workshops).
- A score of 0 in any of the attributes of the thesis grading rubric (when the supervisor gives the tentative grade on the final draft or the final grade) will result in a failing grade for the thesis.
- Your supervisor will complete a review of your performance in December and in February, evaluating whether or not you have progressed enough to be allowed to continue the thesis process.
- A passing grade given for the Bachelor's Thesis cannot be improved later.

You can find Bachelor's Theses from recent years via the links below.

- [Open access theses](#)
- [These theses you can read only in the library or in the Learning Center in Otaniemi](#)

Please feel free to ask our IT Staff for more information on the technical issues (ITSupport-mikkeli@aalto.fi). In case you have other than technical questions, feel free to contact your supervisor or Mari Syväoja (mari.syvaoja@aalto.fi).

Table 1. Bachelor's Thesis Steps and Due Dates

MEETINGS, WORKSHOPS AND OTHER STEPS	BACHELOR'S THESIS PROCESS DOCUMENTS	DUE DATES
Info session 1: Thesis instructions and instructions for choosing a thesis topic (auditorium)		Sept 30, 2025: 12.15-13.00
Info session 2: Information retrieval, key parts of the thesis, research plan and grading rubric, and discussion of choosing a thesis topic (aud)		Oct 7, 2025: 16.15-17.15
Registration for the Literature review workshops		Oct 13-15, 2025
Program Director's office hours on campus: choosing a thesis topic (Signup sheet on Director's office door. Office hours in third floor conference room.)		Oct 16, 2025: 10-12 + 13-16 Oct 17, 2025: 10-12 + 13-15 Oct 22, 2025: 13-16 Oct 23, 2025: 10-12 + 13-16 Oct 24, 2025: 10-12
	Indication of Interest Area for Thesis form (by email: studyoffice-mikkeli@aalto.fi)	Oct 27, 2025 at 9.00
Thesis groups and topics announced (aud)		Oct 30, 2025: 12.20-13
Info session 3: Thesis group session and selecting the student group leaders (aud)		Oct 30, 2025: 12.20-13
Individual consultation 1 with supervisor		during Nov 1-17, 2025
Workshop: Literature review, group 1/BScBA24A (including: Evaluating sources)		Nov 10-13, 2025
Workshop: Literature review, group 2/BScBA24B (including: Evaluating sources)		Dec 1-4, 2025
Support for stress and time management		available all the time
	Research Plan	Dec 9, 2025 at 9.00
Supervisor comments on Research Plan		Dec 16, 2026
Workshop: Literature review, group 3/BScBA24A&B (including: Evaluating sources)		Jan 5-9, 2026
Individual consultation 2 with supervisor		during Jan 12 - Feb 15, 2026
	First draft of Literature Review and Methodology Road Map	Jan 26, 2026 at 9.00
Supervisor comments on Literature Review draft, similarity report and Methodology Road Map		Feb 2, 2026
	Revised Literature Review and revised Methodology Road Map	Feb 9, 2026 at 9.00
Supervisor comments on revised Literature Review and revised Methodology Road Map + review of similarity report + Student performance review		Feb 16, 2026
Individual consultation 3 with supervisor; consultation on methodology and analysis		during Feb 17 - March 11, 2026
Methodology and data analysis mentoring (online)		during Feb 18 - March 20, 2026
	Full draft of Thesis & AI declaration	March 23, 2026 at 9.00
Supervisor comments on full draft of Thesis + review of similarity report + tentative grade		March 23-31, 2026
Info session 4: The final steps of the process (aud)		March 25, 2025 at 12-13
PDF/A clinic (classroom 3; students divided in groups beforehand)		April 9, 2025 Group 1: 10.30-11.30 Group 2: 12.30-13.30 Group 3: 13.30-14.30
	Final Thesis (supervisor + library copies)	April 13, 2026 by 13.00
	Presentation slides for thesis seminar	April 15, 2026 by 09.00
	Maturity Test	April 16, 2026: 09.30-11.30 or 13.30-15.30
Thesis presentation seminar on campus		April 17, 2026: 12-16
Grading of the Bachelor's Thesis and Maturity Test + review of similarity report		April 30, 2026

2. DOCUMENTS AND STEPS IN THE BACHELOR'S THESIS PROCESS

This section provides information on:

- all the documents you have to turn in during the thesis process,
- the deadlines for these documents and
- to whom you should send each document.

Note: When sending documents, always include your own name in the titles of the documents, e.g., LastName_ResPlan or LastName_LitRev.

Important foundations of the thesis

Please note that all theses completed by School of Business students are public and available in the library (in electronic form). The Bachelor's Thesis must also:

- be written within the general field of international business,
- be written in English,
- have a theoretical foundation or perspective, and
- use a recognized methodological approach.

Info sessions on various topics

We will organize several info sessions during the thesis process. Please note that the attendance will be checked and reported to the supervisors, and it will affect your grade.

Indication of Interest Area for Bachelor's Thesis form

You can find this document in electronic form on [Student Guide](#). Please complete the form, save it using your last name in the title of the document (e.g., LastName_IntForm), and **send it by email to the study office (studyoffice-mikkeli@aalto.fi) by October 27, 2025 at 9.00 (Finnish time).**

The thesis groups with supervisors will be announced in the thesis info session 3 on October 30, 2025 at 12.20-13.00.

If you feel the need, due to health issues, for **special support** from the supervisor during the thesis process, please indicate it on the Indication of Interest Area form. To be considered for the special support, you will also need to provide a relevant medical certificate or other official documentation to Mari Syväoja by October 27, 2025 or as soon as possible after that.

Student group leader role

Once the thesis groups have been announced, each group will be asked to select a student group leader. This will be done during info session 3. The group leader should assist the supervisor with the practicalities of arranging possible group meetings (eg room bookings) and help communicate questions or concerns to the supervisor. If the leader is not familiar with the IT system the supervisor would like to use for a group meeting, they should contact the IT staff during their office hours. Thesis students are encouraged to meet informally in the groups during the process to share advice on research and writing and generally provide peer support.

Mandatory literature review workshop

All thesis students are required to attend one of the Literature Review Writing workshops (sessions and individual consultations), which will be held **November 10-13, 2025 (group 1; max 32 places), December 1-4, 2025 (group 2; max 32 places) and January 5 + 7-9, 2026 (group 3; max 32 places)** led by Sophia Butt. Note: You may participate in only one of the groups. The workshop will focus on writing the literature review and other aspects of thesis writing, like tone, register and academic style. More information on the workshop and texts to be submitted to Sophia Butt will be provided separately.

Students must register for one of the workshops beforehand between 13-15 October 2025. Instructions for the registration process will be sent to students separately. **Note: Registration is binding.** Once registered, a group swap will only be permitted in exceptional cases, with the prior permission of Sophia Butt.

Support for stress and time management

Stress and study anxiety are surely inevitable during the busiest time of your studies. However, in Aalto we think school stress shouldn't be something that takes over your whole life and energy. How can one manage and succeed in studies while staying balanced and well? There is no easy way out of stress – it cannot be totally eliminated. However, you don't have to tackle it alone!

Aalto University Study Psychologists offer online counselling and support for stress management and other study related issues, such as learning, motivation, self-regulation and study skills. You can find more information and their contact details here: <https://www.aalto.fi/en/palvelut/individual-counselling-by-study-and-career-counselling-psychologists>.

Discussions can give you a chance to get to know your own positive stress coping mechanisms. You can also learn a thing or two about keeping up your motivation and learning how to be more mindful and self-compassionate.

Research Plan

The Research Plan form can be found on MyCourses. The Research Plan should be about 3-4 pages in length. In the Plan you will outline, among other things, what you want to research (topic and research questions/objectives), how you will carry out the research (methodology) and the significance of your research. In addition, you will start exploring the literature on your topic and will consider how you might use AI tools in your thesis work. The Plan helps to start a conversation with your supervisor about your interests and next steps.

Note concerning methodology: Your research questions will guide your choice of methodology, for which you should create a realistic plan for implementation. First, ask yourself to what extent you will need to gather primary data in order to address your research questions. Or are there enough secondary sources reporting on existing data that will suffice? If you will need to gather primary data, what methods will you use?

- Qualitative? Interviews, focus groups, etc.?
- Quantitative? A survey? If so, how will you define your target group, what would be a sufficiently large N to generalize on your findings?
- Both? In what proportion?

When will you carry out these steps? Do you have time to do what you'd like to do? Think through these questions as you prepare your research plan and discuss key issues with your supervisor. Prepare a detailed action plan for yourself so that you can meet the key thesis deadlines.

While you are asked to outline your methodology in the Methodology Road Map in late January, it's important to start thinking about it at this stage.

Submit your research plan on MyCourses (as a Word document) **to your thesis supervisor by December 9, 2025 at 9.00 (Finnish time)**. Feel free to submit it on MyCourses to your supervisor earlier, if you are ready.

Your supervisor will give comments on your research plan on MyCourses by December 16, 2025. NOTE: If a student has not submitted any significant work to their supervisor by the Research Plan deadline (December 9, 2025), they cannot continue in the process.

Literature Review

You should actively start working on your literature search and literature review as early as possible. There are several purposes of the literature review. They include, among others, to:

- chart what is already known about the topic
- facilitate problem definition
- learn about different theoretical and methodological approaches to your topic
- help you develop a framework for analysis
- provide ideas about different variables
- suggest additional research questions
- help you interpret your findings

What it is

A survey of scholarly books, articles and other sources relevant to a particular issue, area of research, theory or methodology, which is organized thematically.

What it is not

A list of article summaries (he said this, she said that, they said another thing) – you structure the discussion, the themes, the headings.

What it demonstrates

The literature review signals to the reader that you have positioned your own research in a broad body of literature – that you have “done your homework” and are aware of the main works and ideas relevant to your field. The literature review also presents your critique of the academic studies most relevant to your own research topic.

Two tips when doing your research: 1) Skim the reference lists of the well-published scholars in your field. Classic works are cited frequently in such publications; use these original sources and include them in your literature review. 2) Keep in mind that, in addition to compiling research presented in journals and books, recent research is often presented in online working papers and high-quality conference proceedings (peer reviewed). It is allowed to use AI tools in preparing the literature review but be sure to maintain good citation and referencing practices (see the Appendix).

Overall, you must engage with the works you are reading – go beyond just a summary of their research questions, methodology and conclusions – why is the work important for your discussion? Is it helpful, is it inadequate – if so, in what ways? How would you improve on it with your own research? Ask yourself these kinds of questions.

Part of the literature review includes presenting the framework guiding your study.

Notes on the Conceptual Framework

A conceptual framework provides the structure of the research idea or concept and how it is put together. It elaborates the research problem in relation to relevant literature; it may summarize the major (dependent and independent) variables in your research. It should:

- reflect the existing research and its relevance for your topic;
- provide clear links between the existing literature and your research questions;
- identify gaps – however small – in the research that you are trying to fill;
- show how you have adapted or improved or extended an existing framework;
- present the key ideas in your approach and their relationship; and
- be expressed in a schematic diagram or table.

The literature review section of the thesis should be about 10-20 pages in length including references. **Submit a first draft of the Literature Review (as a Word document) to your thesis supervisor** via the Turnitin submission box on MyCourses **by January 26, 2026 at 9.00 (Finnish time)**. Please use the format guidelines for the thesis provided for the process. It is important that you submit a full draft of the Literature Review in order to benefit fully from your supervisor's suggestions for improvement. Feel free to submit it on MyCourses to your supervisor earlier, if you are ready.

The literature review will be run through Turnitin in order to check its originality. Your supervisor will comment on your literature review draft and the similarity report on MyCourses by February 2, 2026.

If more work on the literature review is needed, you will be asked to re-submit your revised literature review to your supervisor by February 9, 2026 at 9.00 (Finnish time) via the Turnitin submission box on MyCourses. Your supervisor will send you their comments on the revised Literature Review and the similarity report on MyCourses by February 16, 2026.

Note: You can submit your literature review on MyCourses/Turnitin several times before the deadline (you will automatically get to see the similarity report), but keep in mind that **you need to always submit the final version by the deadline**. In case of resubmission, the old version will be deleted by the system automatically. Note: After 3 resubmissions, reports generate after 24 hours.

Methodology Road Map

The Methodology Road Map form can be found on MyCourses. It is designed to help you communicate to your supervisor what you are planning for the data-gathering stage of your project, i.e. to create a conversation around methods. This year we are asking you to submit the Road Map along with the draft lit review so that you start thinking ahead to the data gathering stage of your research (even if it is focused on desk research). The Road Map has been revised for this year: in addition to asking

you questions about your overall methodology (quantitative, qualitative, or both?), type of data (primary, secondary, or both?), and analysis techniques to be used, we also ask you to explain the link between your research questions and the methods you plan on using. You are also asked to discuss the feasibility of carrying out your methods and your own preparedness to do so. In other words, is it practical to work with those methods and do you have the background to be able to use them effectively?

The Methodology Road Map needs to be submitted **to your supervisor by January 26, 2026 at 9.00 (Finnish time) on MyCourses**. Your supervisor will send you their comments on MyCourses by February 2, 2026.

If more work on the Methodology Road Map is needed, you will be asked to re-submit your revised Methodology Road Map to your supervisor by February 9, 2026 at 9.00 (Finnish time) via the submission box on MyCourses. Your supervisor will send you their comments on the revised Methodology Road Map on MyCourses by February 16, 2026.

Research and personal data

Your thesis research may involve gathering personal data, which is defined as any data about living people from which they can be identified (see the EU's General Data Protection Regulation, aka GDPR: <https://gdpr-info.eu/issues/personal-data/>).

In the thesis process you will need to think about protecting the privacy of your research subjects. For example, how will the data from survey respondents be processed so that they remain anonymous? How will you discuss the results of semi-structured interviews in your thesis without revealing the identity of the interviewees? Ideally anonymity (or pseudonymity) would be maintained throughout the process but must be ensured at the very least in the final version of the thesis. Since it is rare that research subjects allow their personal information to be listed in public documents such as a Bachelor's thesis, **assume that you must anonymize them**.

See this resource for tips on anonymizing: <https://www.jyu.fi/en/research/research-data-management/guide/personal-data/minimisation-pseudonymisation-and-anonymisation>.

In some cases, you might interview a top manager of a prominent company and therefore it may be difficult to anonymize the results; if so, request permission to use their name and/or change your research approach.

You should also think about how to store the personal data you collect:

- Store the data and back-up copies in places that are password-protected; GDPR regulations apply equally to original and back-up copies.
- Delete the data at the latest once you have received your Bachelor's degree.
- If in doubt, contact your thesis supervisor and/or program staff about how best to proceed.

For more information: [How to handle personal data in research? | Aalto University](#)

In addition, an Aalto-level webpage (forthcoming Fall 2025) will guide you in processing personal data: [Guidelines on processing personal data for studies | Aalto University](#).

Student performance review

The student performance review is due **by February 16, 2026**. Your supervisor will fill out a form, including possible comments, and send it to you and the study office (studyoffice-mikkeli@aalto.fi). If you have not completed the required work and shown enough progress by this time, you will not be able to continue the thesis process this year. The student performance review form is available on MyCourses.

All recommendations for dropping a student from the thesis process will be reviewed by the Manager of Academic Operations. A student who has been recommended to be dropped may email the Manager of Academic Operations to provide an explanation, but it must be sent within seven days of having received the performance review form. In these cases, the Program Director makes the final decision on whether to drop the student from the thesis process.

Methodology and data analysis mentoring (online)

As part of the thesis project, you will be able to register for virtual/online consultations with Dr. Suzanne Altobello on various methodological and statistical aspects of your thesis project. You will add an open course to your MyCourses website where she will curate videos and resources covering qualitative and quantitative methodology. She will also meet with students individually online during the period designated for data collection and analysis in the thesis project (February 18 – March 20, 2026).

Full draft of Bachelor's thesis and tentative grade

The full draft of the thesis – the final manuscript as intended by the author, pending changes required or suggested by the supervisor – must be submitted to the supervisor via the Turnitin submission box on MyCourses **by March 23, 2026 at 9.00 (Finnish time)**. Note that submitting an incomplete draft might affect your thesis grade.

When you submit your full draft you will also submit a declaration on your use of AI in the thesis process. The form follows the same structure as the section of the research plan focusing on the use of AI tools.

Note: You can submit your full draft of the thesis on MyCourses/Turnitin several times before the deadline (you will automatically get to see the similarity report), but keep in mind that **the deadline for the final version is March 23, 2026 at 9.00**. In case of resubmission, the old version will be deleted by the system automatically. Note: After 3 resubmissions, reports generate after 24 hours.

Guidelines on the format can be found in the Thesis Guidelines and Thesis Template documents.

Your supervisor will send you the comments on and a tentative grade for the full draft of the thesis, as well as any comments on the similarity report during the period March 23-31, 2026. The supervisor will use the thesis grading rubric to guide the process and indicate areas still needing more work. If they suggest ways in which you should improve the thesis, you will have the opportunity to do so up until the **April 13, 2026** deadline for submitting the final thesis to your supervisor via the Turnitin submission box on MyCourses.

Note: The tentative grade is always given for the work received by the deadline; no new draft versions should be sent to the supervisor after the full draft deadline, only the final thesis. Remember to submit a version to Turnitin at least one day ahead of the deadline to get one last similarity report and deal with any citation/referencing issues before making your final submission.

Deadline for dropping the thesis

If you decide to not complete the thesis this year, you must immediately discuss your decision with Mari Syväoja and then inform your supervisor by email. Note that experience has shown that it is very difficult to complete the thesis the following year. So it is much wiser to finish the thesis during the first year.

Final Thesis

The deadline for submitting the final thesis in one document (PDF/A form) to

- 1) your supervisor and**
- 2) the Aalto Learning Center (library)**

via the submission boxes on MyCourses is April 13, 2026 at 13.00 (Finnish time). In this case you may submit the final thesis only once and you will not get the similarity report, only your supervisor will get to see it. More information on the submission process will be sent to you separately.

The final grade is given for the work received by the deadline; no new versions should be sent to the supervisor after the final thesis deadline. The electronic library copy must match this version of the final thesis.

At the Aalto University School of Business all theses will be stored in PDF/A format in an electronic archive maintained by the Aalto University Library. See instructions for converting a file to [PDF/A format](#). We will also organize PDF/A clinics on April 9, 2025 in computer classroom to assist you in the conversion process.

The abstracts of Aalto University Bachelor's and Master's theses will always be openly published in the Aaltodoc publication archive together with other metadata of the theses. The abstract should thus not contain information that the author does not want to publish openly online; such things should be presented elsewhere.

Please note the following issues related to electronic archiving of the thesis:

- Your thesis will be public. If you do research for a company and the data you compile is sensitive/confidential, you may need to prepare two versions of the thesis, one for the company and the other for your thesis at Aalto University.
- If you give permission to publish only the metadata of your thesis, you and others will be able to read your thesis only in the Mikkeli campus library or in the Aalto Learning Center in Otaniemi.
- When you are filling in the Thesis Information Form, please note the following:
 - upload the whole abstract
 - appendices are counted separately, e.g. 35 + 5 (number of pages + number of pages of appendices)
 - the list of references is not an appendix, it is counted in number of pages

Maturity Test

All students must complete and pass the Maturity test. The test is to demonstrate 1) that the student is familiar with the field in which the Bachelor's thesis is written and 2) the student's maturity in Finnish or Swedish (if the student has obtained his or her secondary education in Finnish or Swedish). If the student has not completed their secondary level education in Finnish or Swedish, it is possible to apply for an exemption in order to write the Maturity test in English. The student has to have the exemption granted before taking the Maturity test.

You will write the Maturity test and submit it to MyCourses on April 16, 2026 at 9.30-11.30 or 13.30-15.30 in classroom 1 or 3 (you will get the schedule and instructions before the session).

The Maturity test is completed by writing a one-page executive summary or press release based on the Bachelor's thesis. The Maturity test is accepted given that both the content and the linguistic form are accepted. The grading principle is pass/fail.

Write a one-page executive summary or press release based on your Bachelor's thesis (spacing 1.15, font type Calibri, font size 11, all margins 2 cm). In the text, you should cover the findings and implications/significance of your research. Pay attention to the legibility and the linguistic clarity of your text. Please note that the Maturity test is an independent text without references to your thesis.

Instructions for executive summary

The purpose of an executive summary is to support managerial decision-making. In contrast to the abstract of your thesis, your task in the executive summary is to convince your readers of the utility of your research and its practical application in economy and/or business, and to talk the readers into "buying" your research findings.

Structure your summary in an explicit way: introduce the findings and significance of your research, including the solution you recommend for the problem addressed, as well as explain how the research benefits a specific target group or groups. Use sub-headings that arouse interest.

Instructions for press release

Write a press release about your Bachelor's thesis that could be published in a newspaper, magazine or in social media. The purpose of the press release is to present the central findings and significance of your research in a way that would interest the public.

Based on the intended target audience, start the press release with the issues that you think they would find the most interesting. The press release should have an interest-creating main heading, a starting paragraph that summarizes the essentials of your topic, and then sub-headings and other paragraphs that cover the details of the topic.

Thesis seminar session: own presentation and comments on other presentations

It is required to attend the thesis seminar presentations and defense at the campus during the thesis seminar day on April 17, 2026 at 12.00-16.00 (the detailed schedule will be sent beforehand by email). The thesis presentations and defense are carried out in English in the thesis seminar groups (they may consist of students from several thesis groups). Each student will have a maximum of 10 minutes for their presentation to explain the main issues involved in the thesis, plus 15 minutes for a question and answer session with the audience. All participants are expected to engage presenters in dialogue and ask questions about their theses.

Considering the 10 minutes allocated for the seminar day presentation, you should not have more than 10-12 slides for the presentation. The structure of the presentation could be for example the following:

- The research problem, objectives and questions -- to orient the audience to the research (1-2 slides)
- Your conceptual framework (1 slide)
- A very short summary of your methodology (1-2 slides)
- A summary of your main findings (3-4 slides)
- Conclusions/implications/suggestions for further research (1-2 slides)

If you are planning to use Power Point for your presentation,

- you must send your slides as an attachment by e-mail beforehand - at the latest **by April 15, 2026 at 9.00** to this e-mail address: ITSupport@mikkeli.aalto.fi.
- You must include your last name in the title of the PowerPoint document (e.g., LastName_Presentation)
- Please note that you cannot use memory sticks or your own laptops. You have to send the presentation beforehand.

Grading of the Bachelor's Thesis and Seminar and Maturity Test

You will get 10 credits for the Bachelor's Thesis and Seminar (grading scale: 0-5) with the Bachelor's Thesis Grading Rubric (available on MyCourses). The Maturity test is graded pass/fail.

Final grades for the Bachelor's Thesis and Seminar and Maturity Test are sent to each student **by email by the Mikkeli study office as soon as possible after April 30, 2026** (this is the deadline for supervisors to send grades to the study office).

Details on the grading rubrics and grading process are described in separate documents available on MyCourses.

3. ACADEMIC INTEGRITY AND TURNITIN

3.1 Code of Academic Integrity

Aalto University operations are founded on integrity, openness, and equality. This means for instance that 1) Aalto University activities are based on honesty, fairness and objectivity and that 2) Aalto University measures individual success with clearly defined criteria in order to recognize good performance without bias. The goal is that Aalto University students succeed in their studies and in the world of work while acting in compliance with the responsible conduct of research and good artistic practices and the professional practices of their field.

The students of Aalto University shall commit to studying in compliance with the Code of Academic Integrity. Students are expected to abide by the law and to have, upon their entry to the university, a basic understanding of the means prohibited at a university (e.g. plagiarism). The students must comply with the guidelines given on examinations or on the completion of other study attainments. Each student has the final responsibility for their learning and for finding out the permissible practices. Ignorance is not an excuse when information is available.

3.2 Violations against Code of Academic Integrity

Violations against the Code of Academic Integrity or violations of the responsible conduct of research are divided Student Guide disregard for responsible conduct of research and good artistic practices, and in most serious cases, misconduct.

- Disregard for the responsible conduct of research and good artistic practices
- Forms of misconduct in studying that are considered violations of the Code of Academic Integrity:
 - o Cheating on exams
 - o Unattributed borrowing or plagiarism; plagiarism is strictly forbidden in all forms of academic work. Various documents can be checked by the faculty and staff to identify plagiarism by using specific online plagiarism prevention systems (e.g. Turnitin).
 - o Examples of plagiarism include but are not limited to:
 - quotations or word-for-word citing without clear indication of the source
 - minor changes to the source text, for instance changing few words or the word order
 - inadequacies in citing and referencing
 - copy and paste
 - direct translation from the original without indicating the direct quotation
 - collusion
 - autoplagiarism
 - o Fabrication, reporting invented observations or results to the research community
 - o Misrepresentation/falsification; modifying and presenting original observations deliberately so that the results based on those observations are distorted.
 - o Misappropriation; unlawful presentation of another person's result, idea, plan, observation or data as one's own research.

See the Aalto University Code of Academic Integrity in Studies:

[Aalto University Code of Academic Integrity in Studies \(in force from 1 January 2025\)](#)
[\[Aalto University](#)

3.3 Turnitin

Turnitin is used for checking key thesis documents, i.e. literature review, full draft of thesis and final thesis. See [Turnitin - an aid for skilful writing and prevention of plagiarism | Aalto University](#) in the Student Guide. Instructions for Turnitin submissions can be found here: [Turnitin instructions for students - MyCourses help - Aalto University Wiki](#)

Independent Turnitin usage:

Check your work independently at [Independent Turnitin Originality Check for Academic Year 2025-2026 | MyCourses](#). You will not get feedback from your advisor or supervisor for your work here, only the Turnitin similarity report. Also, no support for interpreting the similarity report is available in this workspace.

The Turnitin system checks the originality of texts against comparison databases (Originality check) and creates a similarity report including similarity index. In the literature review and full draft phase of the process, students can also see the similarity report on their submitted text in time to improve it and resubmit it before the final deadline. **Note: After 3 resubmissions, reports generate after 24 hours.** The report shows similarities and a percentage similarity index. It does not identify plagiarism as such; the similarities must be interpreted by the supervisor, who also checks that the student has properly used the Harvard referencing system.

If the Turnitin similarity index percentage is too high, and/or you have not cited sources properly, your supervisor will advise you how to address these problems. The supervisors are asked to comment on the thesis documents in MyCourses.

The main goal for checking the similarity report of the literature review and full draft of the thesis is to guide the students to use proper citation methods in order to turn in a final thesis with no suspicion of plagiarism.

In case the supervisor suspects plagiarism after a student has submitted their final thesis, the supervisor will contact Mari Syväoja, the official investigator of the BScBA Program. In cases of plagiarism, the final decision on the actions to be taken will be made by the relevant authorities in Aalto.

Turnitin also estimates the percentage of the text for which AI tools have been used. The percentage is visible only to the instructor, as per Turnitin's own policy, however the supervisor should contact the student in cases where the percentage is significant. Turnitin has a lower AI threshold of 20%; estimates under that level are displayed as zero.

See the Appendix for general guidelines on the use of AI tools in the thesis process.

Technical instructions on submitting your thesis documents via Turnitin are available on MyCourses.

Please feel free to ask our IT Staff for more information on the technical issues (ITSupport-mikkeli@aalto.fi). In case you have other than technical questions, feel free to contact your supervisor or Mari Syväoja (mari.syvaoja@aalto.fi).

4. THESIS SUPERVISORS

4.1 The role of the supervisors

Thesis work requires the student to work quite independently when carrying out the research and writing. However, it is extremely important for each student to actively keep in contact with their supervisor. Furthermore, you need to be very clear in your comments and questions – supervisors cannot guess what might be intended – so that they can offer the best help to you. It is critical that you stay in contact with your supervisor by email and in MyCourses and attend all required consultation sessions. **It is the student's responsibility to contact the supervisor and respond in a timely manner to supervisor questions.**

4.2 Assignment of the supervisor

You will be informed of your supervisor in the info session on October 30, 2025. Supervisors are assigned on the basis of your general subject area. **Please do not contact any potential supervisors before the assignment of supervisors has been determined.**

If for some reason during the process you want to change supervisors, please discuss the issue first with Mari Syväoja. Please note that it is very difficult to change supervisors after the Research Plan stage.

4.3 Working with your supervisor

Before contacting your supervisor, always think about the problems you wish to discuss or address. Use your contacts with your supervisor sparingly and wisely. Do not ask questions that are already addressed in the thesis instructions or other publications. You should always do the appropriate background work and try to find the answers before contacting the supervisor. If you are sending material to the supervisor to read, allow enough time for them to reply. You should not expect to hear back from them immediately.

When sending material to your supervisor, please indicate what is new (revisions, editions, etc.) compared to earlier versions sent. Also please include your name in the titles of the documents you send to your supervisor.

Not all supervisors live in the region and, therefore, they will not always be available for face-to-face meetings when you want. It is up to you to set up individual online meetings with your supervisor as needed. Possible group meetings with the supervisor will be coordinated by the student group leader.

Note that the way in which you carry out this project will be reflected in your grade.

5. AWARDS AND GRANTS

Mikkeli University Consortium and the BScBA program will award one of the thesis students for superior performance in the research and writing process. This year the theme for the award is: "*Sustainability in business*". The nominations are made by the supervisors. The thesis must be high quality research and show relevance to the theme above. The award-winning student will be contacted by the staff to agree on

- a presentation of the thesis during one event and
- the timing of handing out the gift and certificate.

The Suur-Savo Energy Foundation has two €1000 grants for the Bachelor's theses completed in the field of Energy Markets and supporting the goals of the foundation. The criteria for the grade is that the thesis must get a grade of 4 or 5. The student must apply for the grant after the process with the supportive statement from the supervisor. The possible decision will be made after the thesis process is completed and the student in question will be contacted by the staff to agree on the arrangements.

The Mikkeli University Consortium will award three €1,000 grants for theses done for the MATKA project. You can find more info on these topics in the *Selected Thesis Topics 2025-2026* document.

More information on these and other possible grants will be sent to students separately by email.

APPENDIX: GUIDELINES ON THE USE OF AI IN THE THESIS PROCESS

Background

These guidelines were developed in the BScBA Program at the Mikkeli Campus in order to promote AI literacy while upholding academic integrity and are designed particularly for the thesis process. If you have questions about the use of AI in your thesis work that are not addressed here, contact your supervisor or Program Director Joan Lofgren: joan.lofgren@aalto.fi.

Artificial intelligence (AI) is technology that enables computers and machines to simulate human learning, comprehension, problem solving, decision making, creativity and autonomy (see: <https://www.ibm.com/topics/artificial-intelligence>). Examples of AI tools: ChatGPT; Claude; Google Gemini; Microsoft Copilot; and Perplexity. (See also: [AI in Aalto | Aalto University](#))

Aalto policy states that:

The use of AI-based technologies is allowed as a support for teaching and learning unless instructed otherwise by the teacher of the course. The teacher of the course may decide on restrictions on the use of technology on a course- or task-specific basis if achieving the learning objectives of the course requires it.

<https://www.aalto.fi/en/services/guidance-for-the-use-of-artificial-intelligence-in-teaching-and-learning-at-aalto-university>

Assessment of the thesis: A key purpose of the thesis process is to determine the extent to which students have developed competences in the processes of research, analysis and writing. Those competences may include managing the use of AI tools in the thesis process. Regardless of the tools used, you are expected to develop mastery of the material. i.e., to be in control of the text produced. Cutting and pasting text from AI tools wholesale is wrong on several levels, e.g., it ends up in a form of plagiarism and it doesn't demonstrate to the supervisor that you have achieved the learning outcomes for this part of the degree.

Guidelines

Here are some guidelines on using AI tools in various stages of the thesis process.

1. Ideation

AI tools can be helpful in ideation/brainstorming, exploring a new topic, etc. You may have a general idea of what you'd like to study but need to find out more. Such tools might help you to:

- formulate research questions
- familiarize yourself with the vocabulary in the field
- find the leading scholars in the field – whose works are cited again and again?

At this stage, AI tools offer many shortcuts, such as speeding up the initial steps in gathering sources for a literature review. However, if you end up using some of the material gathered in your literature search via an AI tool and edit it into text that is submitted for review by your supervisor, be sure to trace the sources behind the ideas. Otherwise, you might accidentally plagiarize. If you use AI to generate content, then cite the AI source in your text and include in the reference list the name of the AI model or service, the date, and when the content was generated. (See: <https://www.aalto.fi/en/services/tips-for-using-artificial-intelligence-for-students>)

2. Research

AI tools can help you in many ways in the research process, for example:

- Summarizing the key points in articles
- Analyzing datasets
- Formulating hypotheses based on initial research
- Program coding
- Running of statistical tests
- Textual data analysis
- Questionnaire design

At this stage, analysis carried out with the help of an AI tool should be checked by the supervisor and may need to be further justified, detailed and cited. You should not completely delegate data analysis to AI but rather use it to better understand the mechanics and application of the chosen methodology.

3. Writing and editing

Editing and paraphrasing tools often draw on large language models to make suggestions to you for improving your work.

Using AI editing tools can be helpful in getting feedback on your writing style. However:

- First create a draft in case your instructor wants to see your work independent of the editing tool.
- Avoid becoming dependent on an editing tool to complete your work. Your English should be good enough to produce clear text. If it's not, work on improving it. You should be in control of the material you produce and not use an AI tool as a ghostwriter of your thesis.

Overall process: Note that if you use an AI tool in the thesis process, you may be asked to describe and/or document parts of the process, for example listing all the tools and how you have used them.

Note: The use of AI tools is not allowed in the Maturity Test.