

## **I) TERM PROJECT**

The purpose of the term project is to help the student develop necessary skills to conduct an *industry project or literature survey* study independently. Students can choose either industry project or literature survey depending on their interests. Below, expectations from the industry project and literature survey are explained respectively.

### **A) Industry Project**

#### **Cover Page**

- ✓ Title of the report
- ✓ Name of student
- ✓ Date report submitted

#### **Abstract**

A paragraph of 300 words or less stating the importance of the topic selected, overall purpose of the study, organization of the study and major findings or trends found as a result of this study.

#### **Introduction:**

A well-written introduction to a term paper is very important, because it makes easier for the reader to understand the following sections of the paper. It presents the overall project objective and importance of the study. It clearly states how this study will address specific business issues focused by citing the relevant published research. Lastly, it summarizes the contents of the remaining sections (i.e., section 2 covers, section 3 presents, and etc..).

#### **Industry Overview**

This section presents industry statistics, global and national key players and competitive dynamics (i.e., market share, customer profile, sourcing options)

#### **Company Overview**

Besides giving a short history of the company, this section gives information about products and services provided by company and also presents how the company positions itself in its industry to gain a competitive advantage.

#### **Problem Definition**

This section presents a clear and concise definition of the problem by explaining what the student wants to solve and what questions he/she wishes to answer. Students should refer to the relevant published research (i.e., Refereed Journal Articles, Conference Proceedings, Theses and Books) to construct a theoretical framework to approach the research problem and to discuss the practical implications of the project. Company and/or industry related factual data can be included to provide justification and rationale for the importance of the problem. It is also important to stating the negative impacts of this problem on operation of the company.

### **Alternative Methods and Discussions**

This section presents existing methodologies to solve the problem defined and discusses the advantages and disadvantages of each by citing the relevant published research.

### **Proposed Method and Rationale**

After explaining the overall rationale (i.e., discussing why the proposed solution method is superior to others) for choosing the proposed solution methodology, this section presents how the solution to problem will be obtained in a step-by-step manner.

### **Discussion**

This section is the most important part of the paper; it provides answers to questions stated in “problem definition” part of the study. It is important for the student to state his/her interpretations and opinions by referring to key diagrams, graphs and tables produced in the study.

### **Conclusion**

Similar to “abstract”, the conclusion of a term project states the main objective of the study and summarizes the content of the study by emphasizing the solution methodology used and findings. It ends with limitations of the study and suggestions for future work.

### **References**

References to other publications must be in APA style which is available on internet (e.g. <http://itswww.uvt.nl/lis/es/apa/apa-guide.pdf>). It is required to cite at least 5 references (i.e., only Refereed Journal Articles, Conference Proceedings, Theses and Books)

### **Final Report Length**

Final report should be a minimum of 3000 words in length. This includes all text including references and appendices.

### **Academic Honesty Codes and Regulations**

Students are required to submit an Urkund report regarding copying and plagiarism. The significance level in Urkund analysis result report must be below 10%. All academic work undertaken at Izmir University of Economics is subject to the “Universities’ Academic Honesty Codes and Regulations”. Students are expected to follow academic honesty guidelines carefully. Whenever a student uses other writers’ ideas in the form of direct quotations, paraphrases and summaries, figures or tables, she/he must acknowledge the sources.

## **B) Literature Survey**

### **Introduction:**

A well-written introduction to a term paper is very important, because it makes easier for the reader to understand the following sections of the paper. It presents the overall project objective and importance of the study. It clearly

states in what ways this literature review will help to comprehend emerging trends and contemporary issues on selected topic. Lastly, it summarizes the contents of the remaining sections (i.e., section 2 covers, section 3 presents. and etc..).

### **Background Information on the Topic**

This section presents key definitions on selected topic and shortly discusses pioneering work

### **Review of the Published Literature**

There could be large amount of published study literature on selected topic (i.e., Refereed Journal Articles, Conference Proceedings, Theses and Books), so it is important for the student to narrow the scope of study and state the rationale for selection of relevant literature in first paragraph of this section. Next, the criteria used by the student to classify the selected literature (i.e, which methodology used, whether problem studied is hypothetical or real-world problem, etc.) should be presented. Lastly, similar or different viewpoints expressed in selected literature should be compared and contrasted and emerging trends on selected topic should be presented.

### **Conclusion**

This section summarizes and synthesizes the findings of the study by showing the gaps in current literature and suggesting the possible future work areas. In short, this last section presents the insight gained as a result of this literature survey.

### **References**

References to other publications must be in APA style which is available on internet (e.g. <http://itswww.uvt.nl/lis/es/apa/apa-guide.pdf>). It is required to cite at least 15 references (i.e., only Refereed Journal Articles, Conference Proceedings, Theses and Books)

### **Final Report Length**

Final report should be a minimum of 3000 words in length. This includes all text including references and appendices.

### **Academic Honesty Codes and Regulations**

Students are required to submit an Urkund report regarding copying and plagiarism. The significance level in Urkund analysis result report must be below 10%. All academic work undertaken at Izmir University of Economics is subject to the “Universities’ Academic Honesty Codes and Regulations”. Students are expected to follow academic honesty guidelines carefully. Whenever a student uses other writers’ ideas in the form of direct quotations, paraphrases and summaries, figures or tables, s/he must acknowledge the sources.

## II) Assessment Criteria

### **Project Proposal: 20%**

- A 500-word short summary of the topic on which the student intends to work.
- Outline of the project
- References found so far (i.e., references can be updated while project builds)
- Submission date is Friday, October 13, 2017.

### **Follow Up Report 20%**

- These interim report will be submitted to show the progress of work and to receive feedback from supervisor.
- Submission date is Friday, November 17, 2017.

### **Final Report 40%**

- A 3000-word final report will include all sections of the term project as promised earlier in outline submitted (see project proposal).
- Submission date is Friday, December 15, 2017.

### **Poster Presentation 20%**

- A poster presentation is required (further details about the format of presentation will be provided later).
- Submission date is Friday, December 22, 2017.

The **outline of poster presentation** could be as follows:

- ✓ Objective and scope of the term project
- ✓ Project implementation
- ✓ Results and insight gained
- ✓ Recommendation for future research

Term projects will be evaluated based on satisfactory/unsatisfactory (S/U) grade. Each assessment criterion must be submitted **on time** and a total of minimum of 70% will be required for a “satisfactory” grade. Note that plagiarism, cheating, submitting another person’s work or any other academic misconduct may lead to “unsatisfactory” grade.