

## **Some advice for the partial papers and the presentations**

### **Theory and analysis**

Present the theory you use. But no literature review. It is elegant if the theory is included in the analysis. But it is also possible to have theory, data and analysis in separate sections. Use the theory extensively. It can be used to ask questions to the corporation, thus promoting your reflection and understanding of the corporation. A theory dealing with something that appears to be of no relevance to the corporation asks a very good question: Why is this theory of no relevance? The theory of the perfect competition is absurd but teach us about competition in reality.

Use as much as possible of the articles. If the articles theory and conclusions do not deal with your corporation, it can be used as metaphor, or as opposite. And then, concerning examination, if you do not use an article, argue why you do not use its wisdom, since all articles are included in the course and have to be examined.

And remember the difference between theory, i.e., ideas, and literature, i.e., articles and books.

### **Data:**

As rich material as possible. Those with listed corporations have an easy task. All corporations, at least in Sweden has annual reports. You are in business administration, on magister level, which imply that you not only can read financial statements but you can also understand them and use them. But use also newspaper articles, books and other kind of information that can be used. And, of course, with a critical eye. For example, a corporate web page is a propaganda instrument, not a channel with objective information. You have to show that you are capable to use information critically and not just to repeat data.

Don't forget to have a historical view, since everything today is a consequence of what happened yesterday.

### **Conclusion:**

What do you get from your analysis? What do we learn? An analysis without conclusion is waste of time and effort. If you cannot make a conclusion, you have done nothing. Through conclusions you show your capacity to understand. Inspect every section in the paper, if you cannot make a summary or a conclusion, you have not only wasted your time, but you also ask to waste the reader's time.

### **References:**

Goes without saying. We use either APA or the Harvard system.

If you copy and paste text, without giving proper reference, according to APA or Harvard system, you will be giving the grade No Pass at the course, and be sent to the disciplinary committee. There are nicer ways to meet the Rector of the University...

It is a disgrace to steal text and I have no pardon and no understanding, whatever reason a person can have for stealing text.

### **Innovation and development**

In the beginning you maybe not feel that you can properly find the limits of established theories or to make ideas of your own. But try. At this level you are supposed to be able to 1. Criticise theories, i.e., to find the limitations of theories, and 2. To develop ideas of your own. The course is on the magister level which imply that you are supposed to be able to create theory elements of your own. But remember that if you have created some idea of your own, you have to argue for it, to show its relevance by arguing theoretically for it, or by giving reference to good empirical studies.

Opinions are of no concern. Save that for your political party meeting. This is science and not politics. It does not mean that you cannot make evaluations, but they should be based on an analysis using empirical data and theories.

**Presentation:**

The aim of the presentation is 1. To show that you are able to present complex material, theories and analysis, 2. To be able to give comments on the others presentations that can develop the presenter's capacity to understand the corporation.

If you do not take notes during a presentation, it indicates that there were nothing to learn, or that you have checked out.

**Omertà**

Some corporate information can be given in the papers and during the presentations that the corporation do not want to distribute. Therefore, all non-public information given during the seminars, stay in the seminar room. The papers you submit for examination, you indicate at the first page if it contains sensitive information. Then I will look them away, making them non-public. All other material, such as written exams and e-mails sent to teachers, is, as always, public since Kristianstad University belong to the Swedish state.

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