# Workshop Thesis and Dissertation

## Prof. Mirko Olivieri

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The Workshop Thesis and Dissertation aims to provide support for the correct drafting and setting up of the final thesis, considering the objectives of the Graduate Programme in Communication for business, media and culture. All students must participate in this workshop before starting to write the thesis.

Before taking part in the workshop, the student must read all the materials about the CIMO thesis available online, such as the videos created by the faculty, the information reported on the website, the FAQs.

Specifically, the Workshop Thesis and Dissertation will explore the following topics:

1. how to set up and carry out the systematic review and the scenario analysis;

2. how to find, evaluate and use correctly the sources;

3. how to design the research methodology;

4. how to structure the introduction and the conclusions of the thesis;

5. how to prepare the presentation to be used during the final speech.

At the end of the course, the students will be able to:

1. correctly set up the systematic review, the scenario analysis and the empirical research;

2. evaluate and use correctly the sources;

3. effectively present and discuss the results of the research thesis.

During the workshop, bureaucratic aspects will not be covered (communication of the title, thesis submission, etc.). For these aspects, students must check the deadlines online and contact the administrative offices.

***COURSE CONTENT***

The workshop will be divided into three parts:

1. the first part of the Workshop Thesis and Dissertation will be dedicated to the identification and analysis of the sources which will constitute the systematic literature review, i.e. the definition of the theoretical framework of the research thesis. Particularly, this first part of the workshop will focus on the use of the tools for finding academic sources (for example, OPAC, Google Scholar, Research Gate);

2. the second part of the workshop will focus on setting up the empirical analysis, i.e. how to define the most appropriate research methodology for the objectives of the thesis;

3. finally, the last part of the workshop will be dedicated to setting up the introduction, the conclusions and the bibliography of the thesis. In addition, suggestions on how to effectively prepare the final speech to present the research work will be provided to participants.

***READING LIST***

The materials will be made available to students on the Blackboard platform.

***TEACHING METHOD***

The lessons will adopt a practical approach: moments of discussion in the classroom will alternate with the assignment of tasks to be carried out independently or in a group.

The workshop requires mandatory attendance.

***ASSESSMENT METHOD AND CRITERIA***

The approval of the Workshop Thesis and Dissertation will be linked to students attendance.

The Workshop Thesis and Dissertation (1 CFU) will be verbalized after registering for the dedicated exam sessions.

***NOTES AND PREREQUISITES***

The course does not require any particular prerequisites relating to the content.

Prof. Mirko Olivieri meets the students online or in person at Centrimark - office 504, Via Necchi 7, 5th floor - by requesting an appointment via email: mirko.olivieri@unicatt.it