

# Bachelor Seminar 2: Digital Transformations

at the Chair of Marketing and Innovation

Announcements, dates and deadlines

Winter Semester 2024/25



In the winter semester 2024/25, the Chair of Marketing and Innovation will offer a **bachelor's seminar**.

Seminar (No. 34510)	
<b>Main topics</b>	Literature analysis on digital transformation and the role of marketing
<b>Supervisor</b>	Nour Mohamed, Nour Shaaban
<b>Places</b>	12
<b>Period</b>	in the Winter semester 2024/25



**Prof. Dr. Jan H. Schumann**

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**Nour O. Mohamed, M.Sc.**

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**Nour Shaaban, M.Sc.**

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- The aim of the seminar is to critically examine and process selected research results.
- In particular, this Bachelor's seminar will focus on researching, processing and presenting **the current state of research of digital transformation and the role of marketing within a literature paper.**
- As part of the Bachelor's seminar, you will learn to formulate specific questions based on primary literature and derive both theoretical and practical implications for marketing managers.
- The seminar is also designed to **optimally prepare you for a Bachelor's thesis in the field of marketing.**



- During the joint **kick-off event**, the specific seminar paper topics are presented and assigned among the participants.
- Introductory literature is provided for each topic area. However, participants are expected to research **further relevant literature** (research tips will be discussed at the kick-off meeting).
- The participants will **present** the current status and results of their work in an **interim and a final presentation**. We would like all participants to take part in an active and lively discussion following the presentations.
- The seminar paper topic can be worked on individually by the seminar participants only in **English**. The same applies to the planned presentations.
- Supervision by the chair is also offered individually in English. We would therefore like to expressly encourage exchange students to apply for the seminars!
- You have the opportunity to discuss the structure of your thesis and the course of your presentation with the course supervisors during consultation hours. Please contact your supervisor for consultation appointments.

- **Intermediate presentation:** 15%
- **Final presentation:** 15%
- **Seminar paper:** 70%
  - 12 pages (excl. cover page, indexes, references, appendix)
  - 1.5 lines
  - APA format
  - *Further requirements will be discussed in detail at the kick-off.*
- **Active participation in the seminar**
- Grading is based on the portfolio principle

## Application to a maximum of three desired chairs

- from 17.06.2024 (09:00 a.m.) to 24.06.2024 (11:59 p.m.)
- E-mail (with subject: "Seminar application bachelor seminar [own matriculation number]") to [nour.mohamed@uni-passau.de](mailto:nour.mohamed@uni-passau.de)
- **Required documents** (please in a collective PDF file, documents not as photos):
  - Short letter of motivation (max. 1 page)
  - Curriculum vitae in tabular form with A-level grades and provisional Bachelor's grade
  - Current overview of grades from the Bachelor's degree (HisQis printout)
  - High school diploma
  - Information on the prioritization of the chair (i.e. what priority does the Chair of Marketing and Innovation have in your application for a bachelor seminar place → Priority 1, 2 or 3)
  - Name of the file: [last name]\_[first name]\_Application\_Bachelorseminar\_WS2425.pdf
  - **Please note that only complete applications can be considered!**

- **Number of participants:** maximum **12** participants
- **Selection process:**
  - Best principle, i.e. the best performing applicants are considered first
  - Study progress is taken into account
  - Students of the BAE and DTBS bachelor's program have priority, students of the bachelor's program in ICBS take second place



Application period	17.06.2024 (09:00 a.m.) until 24.06.2024 (11:59 p.m.)
Announcement of the first commitments	until 28.06.2024 (12:00 noon)
Deadline for binding acceptance of the confirmed places	until 01.07.2024 (09:00 a.m.)
Move-up procedure	01.07.2024 (17:00) until 05.07.2024 (12:00)
Deadline for binding acceptance of places from the succession procedure	until 10.07.2024 (09:00 a.m.)

Students who do not receive a place by moving up will be allocated a seminar place by the Dean of Studies if they are in an advanced phase of their studies and absolutely need a seminar place in the winter semester 2024/25.

- Please contact the Dean of Studies Prof. Krautheim ([studiendekan.wiwi@uni-passau.de](mailto:studiendekan.wiwi@uni-passau.de)) immediately (no later than 10.07.2024; 9:00 a.m.) if you have not received a seminar place by 05.07.2024 and would like a hardship allocation.
- Please attach the following data to your e-mail:
  1. Current HISQIS excerpt
  2. Information on applications and rejections (chairs)
- Please note: Preferences for desired seminars cannot be taken into account in the hardship case procedure.
- Find out more on the website of the Dean of Studies: <https://www.wiwi.uni-passau.de/studium/studiendekan-studiengangskoordination/>

Kick-Off	25.10.2024 (Friday)
Paper presentation	19.11.2024 (Tuesday)
Interim presentation	17.12.2024 (Tuesday)
Final presentation	28.01.2024 (Tuesday)
Submission of the seminar paper	11.03.2024 (Friday)



We reserve the right to postpone the specified dates.

The exact dates, times and rooms will be announced before the start of the seminar.

We look forward to receiving your application!

