

BA EXAMINATION ASSESSMENT CRITERIA

In the BA final exam, students present their empirical research paper in 15 minutes, followed by 5 minutes for the outline of the final exam topic, and 10 minutes for replaying the committee members' questions.

The students should prepare a one-slide-length outline of their final exam topic at the end of the ppt presentation, which can be used during the exam without any additional material.

The committee is aware that the empirical paper presented in the final exam is about research that has been done previously, and there could be parts of it that could not be changed (e.g., sample size, the stimulus etc.). The committee may note these errors, but it can worsen the final evaluation only if the student cannot answer questions concerning these issues.

The following criteria will be used for evaluating the presentation:

I. Formal criteria (weighted at 20 %)

- STRUCTURE OF PRESENTATION (speech intelligibility, followability, connection with the audience vs. "reading from a sheet of paper")
- DESIGN (sufficient number of transparent, easy-to-follow slides with relevant content; relevance of figures, images)
- TIME LIMIT (presentation does not significantly (10%) exceed 15 minutes; in case of feedback on time constraints, the presenter can shorten the presentation appropriately)

II. Content criteria (weighted at 80 %)

THEORETICAL INTRODUCTION

- Are the title and the topic of the presentation in line with the research content?
- Has the author established a theoretical framework for the research?
- Are the hypothesis(es) scientifically based and directed to the relevant aspects of the topic?
- Hypothesis(es) are clear
- The theoretical framework is suitable for the research question/problem?

METHOD

- Is the method appropriate to the objectives of the research?
- Was the research conducted properly?
- Are the statistical methods used suitable and professionally applied?
- Does the author draw suitable conclusions for the given methods and sample size?

RESULTS and CONCLUSIONS

- Are the conclusions consistent with the hypotheses?
- Does the author draw only conclusions that are supported by the data?
- Has the question(s) raised by the research problem been answered sufficiently in-depth?
- Does the author recognize the limitations of his/her research?
- Does the author discuss and formulate an opinion on the results of the study within the relevant theoretical framework? (i.e. interpreting the results and not just reciting them)

III. Criteria for the assessment of the final exam topic

- The outline of the topic includes the main concepts and theoretical approaches.
- The student knows the concepts and theories and can demonstrate this knowledge to the committee.
- The student can integrate the topic into his/her research.