# Appendix 3: Focus group recruitment email to students

Dear Bachelor X students

## Invitation to focus group interviews

The SBS PRME is currently working together with XX, the Dean of Education, on an investigation of responsible management throughout all the 19 bachelor programmes. Within this project we invite students from all bachelor programmes for focus group interviews to shortly tell us about their experience of their bachelor programme. We are therefore interested to hear how you get through the syllabus, lectures encountered previously, and how you perceive the programme and your educational profile.

## What is in for us (SBS)?

We would like to conduct a short focus group with a limited number of students. It will take approximately an hour and we will receive your input and perspective on the programme and it might help to develop your study programme for the next generation to come.

## What is it for you?

There will be coffee and tea served for all participants in the focus group.

Additionally to this you will receive a voucher of 100 DKK ready to use within the Academic Book store at campus. Last but definitely not least you will receive our warm thank you and our appreciation for your participation and assistance in the curriculum development project.

## How do I register?

Please write an email to following e-mail address named “Focus Group BSC XX” (email)

In order to keep you updated in case of any changes please state your*: Name\*, Class\*, Mobile Number* and *SBS mail\*.*

Note: the categories marked as \* are mandatory.

The focus group will take place during week XX (XXX) from XXX, right after your class XXXXXXX

Deadline for registration: XXXXXXXX