



APPLIES TO ACADEMIC YEAR
2001/2002

EXP 1001 Diploma Project II in International Business

Program

The Bachelor's Program in International Marketing

Responsible for the course

Runar Framnes

Department

Marketing

Term

Cf. study plan

ECTS Credits

Objective

The Diploma Project II aims at developing in-depth knowledge by applying the 7th semester's theories of international business on multinational marketing management and strategy problems. It is also a goal to teach students how to work independently on self-selected problems in a foreign culture using a foreign language. The student will learn how to discover information about countries they are not currently living in. The diploma work shall give the students training in planning research projects, and executing them in a group within a limited time period, and reporting their findings in a foreign language. The process shall comply with scientific methods of discovery and reporting.

Prerequisites

Compulsory literature

Readings, containing both factual and theoretical material related to defining and solving the project, are proposed by the students, and defined by the academic advisor through approval of the project. Literature used must be referenced in the written report in accordance with established academic practice.

Recommended literature

Course outline

The second diploma project is expected to deal with matters concerning multinational business and marketing, international trade, and management thereof, based on the 7th semester's study content. Project II can cover a wide set of questions. To illustrate, the projects can cover anything from theoretical studies of various aspects of international business, global/regional industry development studies, how developments in regional political cooperation like the EU may impact a country, a region, an industry, or a company, or be based on a government agency or one or a group of companies' needs for decision related information concerning global or regional strategy development. The project is subject to the approval of the advisor of the host country.

Computer-based tools

Course structure

Student groups of 3-6 participants shall make a composition to be approved by the host school on behalf of the NMH, and further propose projects with a preliminary activity plan and literature references. The host school will appoint an academic advisor for each group. The advisor is normally a member of the school's academic staff. The work is expected to be independent, including carrying through negotiations with organizations for

assignments, selection of literature, choice of methods of discovery, information gathering, analysis, and presentation of results. The counseling is organized in the following phases:

1. Choice of assignment/theme with outline of the project. Approval by the host school.
2. Planning report: Detailing of the assignment with ways and means to solve it (2-3 pages).
3. Progress reports for counseling. Adjustments in project plans.

Evaluation

Evaluation is based on the written report adjusted by an oral defense of the project. The working language is that of the host country. The presentation to a panel of evaluators may be opened for audition by fellow students and invited guests, who may be allowed to pose questions during the oral presentation and defense. The grades are determined only by the formally appointed evaluators based on the following criteria:

1. Difficulty of solving the theme
2. Completeness of the study within the defined theme
3. Quality of execution of the study
4. Accuracy and completeness of recommendations
5. Written presentation of the project
6. Oral presentation and defense of the project.

Evaluation code(s)

Aids at the examination

Makeup exam