



APPLIES TO ACADEMIC YEAR  
2001/2002

## NVH 0136 Bachelor Thesis in Trade and Retail Management

### Program

Bachelor of Business Administration Program in Trade and Retail Management

### Responsible for the course

Arnfinn Nordhus

### Department

School of Trade and Retail Management

### Term

Spring

### ECTS Credits

15

### Objective

The thesis work shall give the students practice in planning and carrying out an independent research assignment within a fixed time period. The result is to be handed in the form of a written bachelor thesis that meets scientific requirements to form and contents.

### Prerequisites

The students must have a thorough knowledge of various subject areas and disciplines within retailing. They must also have a basic knowledge of research methods in social science.

### Compulsory literature

The bachelor thesis must have a theoretical foundation. Compulsory literature from the other courses in the program will often not be sufficient. The students have a personal responsibility to find supplementary literature. Their thesis adviser and the library can provide advice.  
Troye, Sigurd V. og Kjell Grønhaug. 2000. *Utredningsmetodikk*. Oslo: Tano Aschehoug.

### Recommended literature

Johannessen, J.-A. og J. Olaisen. 1995. *Prosjekt: Hvordan planlegge, gjennomføre og presentere prosjektoppgaver, utredninger og forskning*. Bergen: Fagbokforlaget.  
McDaniel, C. and R. Gates. 1999. *Contemporary marketing research*. 4th ed. Cincinnati, Ohio: South-Western College Publ.  
Goksør, Gro. 1999. *Samfunnsvitenskapelig rapportskrivning: Studentlitteratur*. Sandvika: Handelshøyskolen BI.

### Course outline

In their thesis work the students shall develop a deeper insight into the subject area of their choice in retailing and strategic management. The thesis should be written within subject areas that are covered by thesis advisers, which will ensure optimal assistance for the students.

### Computer-based tools

Students will be offered courses in statistics software (SPSS, NSD stat.) and in information searches in the library.

### Course structure

Lectures in research methods will be given at the beginning of term.  
The students are entitled to an 8-hour seminar with a thesis adviser.

Thesis advice will be given during the regular thesis term. The thesis may be written individually or in groups of up to three students. The thesis is to be written within the field of retailing and strategic management should be emphasized.

### Evaluation

The thesis is to be written in the course of one semester.

**Evaluation code(s)**

NVH 01361 thesis, which accounts for 100% of the grade in NVH 0136, 5 credits.

**Aids at the examination**

All aids are allowed.

**Makeup exam**

A re-sit will be held in connection with the next scheduled course.