



APPLIES TO ACADEMIC YEAR 2005/2006

## NVH 0136 Bachelor Thesis in Trade and Retail Management

### Program

Bachelor in Retail Management (3. year)

### Responsible for the course

Arnfinn Nordhus

### Department

Marketing

### Term

According to study plan

### ECTS Credits

15

### Objective

The objective of the course is to train students to plan and carry out an independent research project within a certain time limit. The result is to be presented in form of a bachelor thesis that must meet scientific criteria concerning form and content.

### Prerequisites

Students are required to have in-depth knowledge of various subject areas and disciplines within retail management. They also need to have a basic knowledge of research methods in the social sciences, equivalent to Geir Gripsrud / Ulf Henning Olsson Markedsanalyse or Fred Selnes Markedsundersøkelser.

### Compulsory literature

#### Books:

Troye, Sigurd V. og Kjell Grønhaug. 2000. Utredningsmetodikk. 4. utg. Oslo: Tano Aschehoug

#### Other:

Det stilles krav til at diplomoppgaven har teoretisk forankring. Obligatorisk litteratur som inngår i studiet forøvrig vil ofte ikke være tilstrekkelig. Studentene har selv ansvaret for å søke etter utfyllende litteratur. Veileder og biblioteket kan gi råd

### Recommended literature

#### Books:

Franckfort-Nachmias, C and D. Nachmias. 2000. Research methods in social sciences. 6 th ed. New York: Worth Publ

Yin, R. K. 2003. Cases study reseach: design and methods. 3rd ed. Calif. :Thousans Oaks. Sage Publ.

#### Other:

Goksør, Gro. 1999. Samfunnsvitenskapelig rapportskrivning: Studentlitteratur. Sandvika: Handelshøyskolen BI

### Course outline

While working on the bachelor thesis students are expected to develop a deeper insight into their chosen subject area in trade and retail management and strategic management. The thesis should be written within the subject areas in which the available tutors are qualified, to ensure optimum assistance.

### Computer-based tools

Courses may be offered in the use of statistics programs (SPSS) and in information searches in the library.

### Course structure

- Lectures in research methodology will be given early in the semester
- Students will be offered maximum 6 hours seminar in plenay.

Guidance is given during the regular thesis term. The thesis may be written individually or in groups of 2-3 students. The bachelor thesis shall be written inside the area of trade and retail management, and strategic management shall be a central part of the thesis.

1. Students fill in a registration form (1) indicating their fields of interest.
2. Tutors will be assigned to the students by college administration.
3. Students may be given thesis seminar with advisor.
4. Students are also entitled to seminar alternative maximum 5 hours of personal guidance per thesis. The student is responsible for contacting the advisor for personal guidance.
5. At the beginning of the semester the students will receive a written orientation about time schedule of structure for the thesis.
6. The registration form (2) will be handed in by December 10th 2005 at the latest. The form contains a proposal to a problem formulation and a possible structure to be approved by tutor.
7. The bachelor thesis must be handed in by the middle of June 2006.

### **Evaluation**

The thesis is to be written in the course of one semester, in groups up to 3 students.

### **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.