



APPLIES TO ACADEMIC YEAR 2007/2008

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

Language of instruction

Norwegian

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.

Compulsory literature

Books:

Leedy, Paul D., Jeanne Ellis Ormrod. 2005. Practical research : planning and design. 8th ed. Upper Saddle River, N.J. : Pearson

Recommended literature

Books:

Goksør, Gro. 2000. Samfunnsvitenskapelig rapportskrivning for diplomoppgaver. Oslo: BI Forlag

Troye, Sigurd V. og Kjell Grønhaug. 1993. Utredningsmetodikk. 3. utgave. Oslo: Tano Aschehoug

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

The course takes place over one semester. It comprises both lectures and supervision. A total of 20 hours' teaching is included and this is divided up as 12 hours' lectures and eight hours' seminar style teaching. There are four seminars, with four student groups per session. In addition, each student group received up to five hours' individual supervision.

The lectures comprise science theory and method. Advice for all students on assignment preparation is provided during the lectures. The seminars are compulsory. Materials from the seminars need to be collected by the students and placed in a folder. This folder is then handed in latest March 28th. 2008. Students who have not participated in the seminars and/or

have not handed in their folders can be called in for an oral examination.

Evaluation

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

Evaluation code(s)

NVH 01361 Bachelor thesis, which accounts for 100% of the grade in NVH 0136 Bachelor thesis in Trade and Retail Management, 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.