



APPLIES TO ACADEMIC YEAR 2009/2010

NVH 0136 Bachelor thesis in Trade and Retail Management

Programme

Bachelor in Retail Management (3. year)

Responsible for the course

Arnfinn Nordhus

Department

Department of Marketing

Term

According to study plan

ECTS Credits

15

Language of instruction

Norwegian

Introduction

In the course of Bachelor in Trade and Retail Management program all studentens are required to write a thesis. The thesis shall be written in groups of two/three students, working together. In special cases individual students may be granted exemption from this rule and be permitted to write an individual thesis.

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. The purpose is to provide students with knowledge, skills and personal attributes that is important qualities in any form of research.

Prerequisites

Students are required to have in-depth knowledge within their specialization. They also need to have a basic knowledge of research methods in the social sciences.

Compulsory reading

Books:

Saunders, Mark, Philip Lewis and Adrian Thornhill. 2009. Research methods for business students. 5th ed. Essex : Pearsom Education

Recommended reading

Books:

Leedy, Paul D., Jeanne Ellis Ormrod. 2009. Practical research : planning and design. 9th ed. Upper Saddle River, N.J. : Pearson

Course outline

The students are responsible for selecting a topic or problem that are suitable for their thesis.

Computer-based tools

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

Course structure

The students need to fill in a thesis registration form indicating a possibel topic area. A thesis advisor is then appointed.

The course takes place over one semester. It comprises both seminars and supervision. There are four seminars with four student groups per session. In addition, each student group receives up to five hours individual supervision.

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 April 1st 2009. Students who have not participated in the seminars and/or have not handed in their folders can be called in for an oral examination.

Examination

The final thesis is evaluated by the thesis advisor and an external examiner. Students may be called upon to orally defend their thesis

Exam 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.

Examination support materials

All aids are allowed.

Re-sit examination

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

Additional information

Please see the Student Handbook for detailed information on thesis work.

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course will be lectured for the last time spring 2011. Re-sit exam will be offered every term even spring 2013.