



APPLIES TO ACADEMIC YEAR 2010/2011

## **EXP 2400 Bachelor Thesis in International Marketing**

### **Programme**

Bachelor in International Marketing (3. year)

### **Responsible for the course**

### **Department**

Department of Marketing

### **Term**

According to study plan

### **ECTS Credits**

15

### **Language of instruction**

To be decided

### **Introduction**

### **Objective**

Bachelor Project aims at developing in-depth knowledge by applying the theories on problems of gaining or extending market access for Norwegian business in the host country. 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 bachelor 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 reading**

#### **Other:**

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 reading**

#### **Other:**

None

### **Course outline**

The bachelor project is expected to deal with matters concerning access to the host country's markets, based on the study content. The project is subject to the approval of the advisor of the host country.

### **Computer-based tools**

Computer-based tools are not used in this course.

### **Course structure**

Student groups of 3-6 participants, composition to be approved by the host school on behalf of The Norwegian School of Management BI, propose projects with a preliminary activity plan and literature references. These projects are often based on Norwegian companies' needs for decision related information. 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 companies 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.

### **Examination**

Evaluation is primarily based on the written report. The grade can be adjusted by the performance on the oral presentation and defense of the project. The working language is english or language of instruction. The presentation to a panel of evaluators can be opened by the host institution for audition by fellow students and invited guests. The host institution decides who may pose questions during the oral presentation and defense besides the formally appointed evaluators. The grades are determined only by the formally appointed evaluators based on the following criteria:

1. Difficulty of solving the theme/assignment
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.

### **Examination code(s)**

### **Examination support materials**

All written aids are allowed for the Bachelor Project

### **Re-sit examination**

Will be solved if necessary.

### **Additional information**