



APPLIES TO ACADEMIC YEAR 2010/2011

## 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 N.K., Philip Lewis, Adrian Thornhill. 2009. Research methods for business students. 5th ed. Essex : Pearsom Education

### Recommended reading

#### Books:

Bente R. Løvendahl og Fred Wenstøp. 2008. Skrive gode oppgaver!. Oslo: Cappelen Akademisk

Brian White. 2000. Dissertation Skills. London: Cengage Learning

Leedy, Paul D. and Jeanne Ellis Ormrod. 2010. Practical research : planning and design. 9th ed. Boston : Pearson Educational International

### 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 possible 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

**Examination code(s)**

NVH 01361 Bachelor thesis, which accounts for 100% of the grade in NVH 0136 Bachelor thesis in Trade and Retail Management, 15 credits.

**Examination support materials**

All aids are allowed.

**Re-sit examination**

Re-sit exam will be offered every term from autumn 2011 even spring 2013.

**Additional information**

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

This course will be lectured for the last time spring 2011.