



APPLIES TO ACADEMIC YEAR 2011/2012

EXP 2900 Bachelor Thesis on the Chinese Market - at Fudan University in Shanghai, China

Programme

Bachelor in International Marketing (3. year)

Responsible for the course

Sangeeta Singh

Department

Department of Marketing

Term

According to study plan

ECTS Credits

15

Language of instruction

English

Introduction

Objective

The Bachelor Thesis aims at developing in-depth knowledge by applying the theories on problems of gaining or extending market access for Norwegian business and industry in the Chinese market. 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

Course outline

The bachelor thesis is expected to deal with matters concerning access to the Chinese market, based on the study content. The project is subject to the approval of the supervisor 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 BI Norwegian Business School), 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 supervisor for each group. The 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 counselling 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 counselling. 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 defence of the project. The working language is English or any other 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 defence 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 defence of the project.

Examination code(s)

EXP 29001 Bachelor thesis accounts for 100 % of the grade in EXP 2900 Bachelor Thesis on the Chinese Market - at Fudan University in Shanghai, China, 15 ECTS credits.

Examination support materials

All written aids are allowed for the Bachelor Thesis.

Re-sit examination

Will be solved if necessary.

Additional information