



APPLIES TO ACADEMIC YEAR 2012/2013

GRA 1940 Master Thesis, MSc in International Marketing and Management

Programme

Master of Science in International Management

Responsible for the course

Carl Arthur Solberg

Department

Department of Marketing

Term

According to study plan

ECTS Credits

30

Language of instruction

English

Introduction

In the course of the MSc Program all students are required to write a thesis. A thesis of 30 ECTS is a requirement for masters degrees (Masterforskriften §6). The thesis shall be written in groups of two students, but may upon application be written individually. The thesis work consists of thesis seminars, guidance, a thesis proposal, a preliminary thesis report, and the final thesis.

Learning outcome

The thesis work forms a process of learning where students are given the opportunity to apply knowledge in scientific research and/or survey work. The purpose is to provide the student with knowledge and skills in survey methods and/or scientifically based research. Students are expected to treat a broadly formulated problem and prepare and submit a report, which will contribute to a solution of the problem and/or provide a sound basis for decision-making within a given time and resource framework.

Prerequisites

Admission to the MSc programme

Compulsory reading

Recommended reading

Course outline

The thesis is normally written in groups of two students. Students who wish to write their thesis individually may apply to the Associate Dean of their program.

Students will be introduced to research methods in GRA 6023 Research Methodology . In addition the Associate Dean will arrange a thesis seminar (minimum 10 hours) introducing possible topics and advisors. An oral presentation may be a part of the thesis seminar and count for a part of the grade of the preliminary thesis report. Students are expected to participate in the thesis seminars and to have individual/group guiding (10 hours) by the thesis advisor.

Students are responsible for selecting a topic/problem area, which is suitable for a thesis related to their major in the MSc programme. Students need to fill in a thesis registration form, and have the topic and advisor approved by the Associate Dean. Please see the Student Handbook for detailed information on thesis work.

Computer-based tools

Learning process and workload

The Schedule

Thesis seminars are held in the 2nd and/or 3rd and/or 4th semester. Students are expected to hand in the thesis registration by February 15th in the second semester and the preliminary thesis report by June 15th after the second semester. The final thesis should be submitted no later than September 1 of your final year. An extension is only given by approval of the Dean and must be supported by relevant

documentation. Read BI's Academic Regulations carefully for more information on thesis extension and late submission.

GRA1941 Thesis registration form - pass/fail (Feb 15th)
GRA 1942 Thesis preliminarythesis report - counts for 6 ECTS (June 15th)
GRA 1943 The final thesis - counts for 24 ECTS (September 1st)

Examination

The thesis registration form is a part of the thesis process and is graded pass/fail. The preliminary thesis report (20%) is given a graden points by the thesis advisor. An oral presentation may be a part of the thesis seminar and count as a part of the grade of the preliminary thesis report.

The final thesis (80%), with the preliminary thesis project attached is evaluated by the thesis advisor and an external grader. Students may be called upon to orally defend their thesis. Students will not be given a grade on their thesis unless the thesis registration and preliminary thesis report, as well as the thesis, are passed.

GRA 19401 Thesis proposal
GRA 19402 Preliminary thesis and Final Thesis

Examination code(s)

GRA19401 Thesis proposal (Thesis registration form)
GRA19402 Preliminary thesis report and the final thesis (Æ)

Examination support materials

Re-sit examination

In case of "Fail", the student may: 1) write a new thesis, or 2) rewrite the thesis and attain a maximum grade of E.

If you choose to write a new thesis, a full tuition fee for a whole semester will be charged.

If you choose to rewrite your thesis, the ordinary retake fees will apply.

Please see Academic regulations for further information.

Additional information

Honour Code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honour code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honour code system, to which the faculty are also deeply committed.

Any violation of the honour code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academic integrity. If you have any questions about your responsibilities under the honour code, please ask.