



APPLIES TO ACADEMIC YEAR 2013/2014

BTH 3011 Bachelor Thesis - Innovation management

Programme

Bachelor of Business Administration (3. year), Bachelor of Marketing (3. year)

Responsible for the course

Heidi Wiig Aslesen

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

15

Language of instruction

Norwegian

Introduction

The bachelor's thesis is a major independent piece of work where the students are to show that they are able to work on a research question and take the whole responsibility to solve this in a satisfactory manner. The bachelor's thesis is a mandatory part of the programme. The thesis can be written in groups of up to three persons.

Learning outcome

Acquired Knowledge

The students will learn how to practise independent research work within a given time frame. The student will understand the relationship between theory and commercial considerations, the range of solutions and expected consequences. The students will understand the requirements of scientific work in form and content

Acquired Skills

The students will be able to deal with specific research questions within the field of innovation. The students will be able to analyse and reflect upon their selected research question. Furthermore, the students will use acquired knowledge in a critical and analytical way. They will draw conclusions based on both theoretical and collected empirical data.

Reflection

During the process of writing their bachelor's thesis the students will develop attitudes and skills related to carrying out independent research work.

Prerequisites

The Bachelor Thesis must be based on the specialisation course Innovation Management or equivalent.

Compulsory reading

Books:

Gripsrud, Geir, Ulf Henning Olsson og Ragnhild Silkoset. 2010. Metode og dataanalyse : beslutningsstøtte for bedrifter ved bruk av JMP. 2. utg. Høyskoleforlaget

Troye, Sigurd Villads, Kjell Grønhaug. 1993. Utredningsmetodikk : hvordan skrive en utredning til glede for både deg selv og andre. 3. utg. TANO

Recommended reading**Course outline**

The dissertation may be written within all academic fields and lines of business related to the degree course. The following requirements must be met with respect to choice of dissertation subject: the dissertation is to be based on a company or organisation and the research question must fall within the field of entrepreneurship. A specific problem must be formulated. Solutions are to be found as part of a comprehensive process ranging from problem understanding, collection of data and analysis to strategy, plan or measures. The use of material from several specialist fields will be required in all cases. Provided the dissertation is not written as a theoretical dissertation, it is to include a set of collected primary data with analysis.

Computer-based tools

Use of SPSS or other relevant programs is expected for dissertations containing quantitative primary data. Database searches and use of the Internet will be of central importance in all dissertations

Learning process and workload

It is expected that the students take responsibility for working on the bachelor's thesis. It is therefore expected that the students come well prepared to supervision and seminars in order to be able to take an active part.

The student must fill in a registration form where the chosen topic is defined. After this a supervisor is appointed. The course is carried out in one semester and includes both seminars and supervision. [Guidelines for writing Bachelor thesis are to be found on the web-site @BI.](#)

The lectures include 4 seminars. The students are to prepare and present for every seminar, and/or deliver material in advance.

Three hours of supervision are offered for each thesis group during the semester. The seminars are mandatory. The students that do not take part in the seminars and/or have not taken part in the seminars and/or have not submitted documentation can expect to be called in for an oral examination.

Activity	Use of time
Participation in introductory lecture	2
Participation in library information	2
Preparation for seminars	40
Preparation for hand-ins during the semester	80

Participation in seminars 4 x 2 hours	8
Thesis work	265
Supervision	3
Recommended use of hours	400

The dissertation will be evaluated by means of the following criteria (not listed in order of priority):

- Problem definition and problem understanding
- Integration of academic subjects
- Structure and outline
- Selection and application of theory
- Choice and application of method
- Presentation, interpretation and discussion of results
- Originality, creativity and independence of measures proposed
- Use of sources and references

Use of hours

Activities	In class	Settled when deliv.	Hours
Lectures	2		2
Seminar 40 students and 4 seminars	32		32
Individual supervision pr. thesis			
3 supervision h. = 1,5 resource hours			
pr. thesis		24	24
Frame for use of resources	34	24	58

Examination

The students will submit their Bachelor's Thesis at the end of the course.
The Bachelor's Thesis may be written individually or in groups of up to three students.

Examination code(s)

BTH 30111 - Bachelor's Thesis, counts for 100% towards the grade in BTH 30111 Bachelor's Thesis in Innovation Management, 15 ECTS credits.

Examination support materials

All support materials are allowed.

Re-sit examination

A re-sit is offered in connection with the next scheduled course.

Additional information