



APPLIES TO ACADEMIC YEAR 2013/2014

GRA 6998 Master Thesis

Programme

Master of Science in Business, Master of Science in Financial Economics, Master of Science in Strategic Marketing Management, Thesis

Responsible for the course

Geir Gripsrud

Department

Department of Marketing

Term

According to study plan

ECTS Credits

18

Language of instruction

English

Introduction

In the course of the MSc Program all students are required to write a thesis. 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

Not applicable

Compulsory reading

Recommended reading

Course outline

Students admitted to the +1 MSc in Business and Economics or MSc in Marketing program, continuing with their major from the 4 year degree program ('Siviløkonom' or 'Sivilmarkedsfører'), should write a thesis equivalent to the workload of 18 ECTS credits.

The students may a) Expand their 'sivil' thesis (new and/or unresolved issues) b) Develop their thesis into an academic article or c) Write a literature review.

The student is responsible for selecting a topic/problem area which is suitable for a thesis in the major area. The student needs to fill in a thesis registration form by September 15th, and have the topic and advisor approved by the major responsible. An oral presentation can be a part of the thesis seminar and count for a part of the grade of the preliminary thesis project.

Computer-based tools

Not applicable

Learning process and workload

The Schedule

Students are expected to hand in the thesis registration by September 15 in the first semester and the preliminary thesis report by January 15th in 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.

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 grade in points by the thesis advisor. The final thesis (80%) 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.

Examination code(s)

GRA69981 Thesis proposal (Thesis registration form)

GRA69982 Preliminary thesis report and the final thesis (Æ)

Examination support materials

Not applicable

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

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

Any violation of the honor 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 academy integrity. If you have any questions about your responsibilities under the honor code, please ask.