



APPLIES TO ACADEMIC YEAR 2014/2015

EXP 2400 Bachelor Thesis in International Marketing

Programme

Bachelor of International Marketing (3. year)

Responsible for the course

Auke Hunneman

Department

Department of Marketing

Term

According to study plan

ECTS Credits

15

Language of instruction

English

Introduction

Objective

The bachelor's project aims at developing in-depth knowledge by applying the theories on problems of gaining or extending market access for Norwegian businesses in the host country. 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 is intended to 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 non-Norwegian 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 project is expected to deal with matters concerning access to the host country's markets, based on the study content. The project is subject to the approval of the advisor of the host country.

Computer-based tools

Computer-based tools are not used in this course.

Course structure

Student groups of 3-4 participants, the composition of which is to be approved by the host school on behalf of BI Norwegian Business School, propose projects with a preliminary activity plan and literature review. The host school will appoint an academic advisor for each group. The advisor is normally a member of the school's academic staff. The work is expected to be independent, including 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: Details of the assignment with ways and means to solve it (2-3 pages).
3. Progress reports for counseling. 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 the 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 ask questions during the oral presentation and defence beside 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)

Examination support materials

All support materials are allowed for the Bachelor Project

Re-sit examination

Will be solved if necessary.

Additional information