



APPLIES TO ACADEMIC YEAR 2014/2015

MAN 1649 Thesis

Programme

Responsible for the course

Assoc. Prof. dr. Virginija Poskute

Department

Department of Strategy and Logistics

Term

According to study plan

ECTS Credits

30

Language of instruction

English

Introduction

The students shall, as part of the program requirement, write a master thesis. The final master thesis is an individual investigation project in which managerial problems of organisations are analysed and evaluated. The investigative project shall demonstrate students ability to apply the theory they have studied to the analysis of real life situations, formulate generalised solutions and proposals based on their research.

Learning outcome

The objective is two-fold. The students should learn how to conduct a research investigation and write a scientific paper.

Prerequisites

Bachelor degree, corresponding to 180 credits from an accredited university, university college or similar educational institution.

The applicant must be at least 25 years of age.

At least four years of managerial work experience.

Motivation evidence to accomplish study requirements.

At least upper intermediate level of English.

Successful accomplishment of the three modules of the MM program.

Compulsory reading

Recommended reading

Course outline

There will be compulsory and voluntary seminars on thesis work and methodology during different stages of the module.

The first seminar at the initial stage of the module will cover the following topics (2 hours):

- How to write a thesis
- Phases in thesis work
- Critical evaluation of published article
- Introduction and problem formulation
- Theory, research model, and hypotheses
- Methods considerations and documentation
- Analysis
- Discussion, implications for practice and theory

The compulsory 4 days simulation seminar (32 hours) will cover the topics that were studied during the whole MM program so far. The students will form the teams from 3 to 5 persons. Each team will have to manage a company active on a global market. Team of managers will have to make decisions in areas of marketing, production, finances, sales channels, pricing, human resources and strategic management of a company. The participants will develop further and apply the knowledge, skills and

competences acquired during their master studies in a competitive and dynamic environment.

Voluntary seminar on methodology of social research methodology (16 hours). The students who would like to refresh their knowledge on methodology of empirical research, research methodology and planning will be invited to join the students studying the first module of the MM program.

The compulsory seminar on presentation skills (5 hours) will enable the students and reinforce their competences of presentation of the investigation process and its results. The students shall bring preliminary presentations of their master thesis defence.

In total: 39 hours of compulsory seminars
16 hours of voluntary seminars

Computer-based tools

SPSS (for those who apply quantitative methods in their research)

Learning process and workload

The program is conducted through 3 course modules, a total of 39 lecturing hours. The thesis work is continuous throughout the whole program

Supervision

Supervision will be given to the students by experienced professors who have the expertise in relevant research area. The professors will supervise in person as well as electronically.

Thesis work schedule

A topic hand-in is requested at an early stage of the module (first week, after the introductory seminar), and the thesis will be presented orally at the end of the module.

Student presentation

The students have to present their theses verbally to the graders and fellow students after hand-in.

Examination

The students are evaluated through an individual thesis, counting for 70 % and an oral presentation and defence of the thesis, counting for 30 %. Both evaluations must be passed to obtain a certificate for the program.

Examination code(s)

MAN 16491 - written thesis; counts for 70 % to pass the program MAN 1649; 30 credits,

MAN 16492 - oral presentation; counts for 30 % to pass the program MAN 1649; 30 credits.

Both evaluations must be passed to obtain a certificate for the program.

Examination support materials

Re-sit examination

If a student fails to defend the thesis he/she has to re-write the thesis and defend it afterwards. Re-takes are only possible at the next time a module will be held. Retake examinations (thesis preparation, presentation and defence) entail an extra examination fee.

Additional information

Compulsory reading

1. Dul, J., Hak, T. (2008). Case Study Methodology in Business Research. Amsterdam: Elsevier/Butterworth-Heinemann.
2. Gordon B.D., Parker C.A. (1997) Writing the doctoral dissertation: a systemic approach, 2nd edition. Barron's Educational series, Inc.
3. Maylor H., Blackmon K. (2005). Research Bussines and Management . Palgrave Macmillan.
4. Saunders, M., Lewis, P., Thornhill, A. (2007). Research Methods for Business Students. Harlow: FT / Prentice Hall.

Recommended reading

1. Aaker, D. A., Kumar, V., Day, G.S. (2001). *Marketing Research (7th ed.)* . New York: John Wiley & Sons.
2. Babbie, E. (2004). *The Practice of Social Research (10th ed.)* . Belmont, CA: Wadsworth/ Thomson Learning.
3. Bartlett, J. E., II, Kotlik, J. W., Higgins, Ch. C. (2001). "Organizational Research: Determining Appropriate Sample Size in Survey Research" in *Information Technology, Learning and Performance Journal* , vol. 19 No. 1., pp. 43-50.
4. Berg, B. L. (2007). *Qualitative Research Methods for the Social Sciences (6th ed.)* . Boston: Allyn and Bacon.
5. Churchill, G. A., Jr. (1995). *Marketing Research: Methodological Foundations (6th ed.)* . Fort Worth, TX: The Dryden Press.
6. Cochran, W. G. (1977). *Sampling Techniques (3rd ed.)* . New York: John Wiley & Sons.
7. Ėėkanaviėius, V., Murauskas, G. (2000). *Statistika ir jos taikymai (I dalis)* . Vilnius: TEV.
8. Folz, D. H. (1996). *Survey Research for Public Administration* . Thousand Oaks, CA: Sage Publications.

9. Greenbaum, T. L. (2000). *Moderating Focus Groups: A Practical Guide for Group Facilitation* . Thousand Oaks, CA: Sage Publications.
10. Janesick, V. J. (1994). "The Dance of Qualitative Research Design: Metaphor, Methodolatry, and Meaning" in Denzin, N. K., Lincoln, Y. S. (eds.) *Strategies of Qualitative Inquiry* . Thousand Oaks, CA: Sage Publications.
11. Kumar, R. (1999). *Research Methodology: A Step-by-step Guide for Beginners* . London: Sage Publications.
12. Malhotra, N. K., Birks, D. F. (2003). *Marketing Research: An Applied Approach* . Harlow, England. Pearson Education Ltd.
13. O'Sullivan, E., Rassel, G. R. (1995). *Research Methods for Public Administrators* . New York: Longman.
14. RAND Corporation (1965). *A Million Random Digits with 100,000 Normal Deviates* . New York: Free Press.
15. Remenyi, D., Williams, B., Money, A., Swartz, E. (1998). *Doing Research in Business and Management: An Introduction to Process and Method* . London: Sage Publications.
16. Saunders, M., Lewis, Ph., Thornhill, A. (2007). *Research Methods for Business Students (4th ed.)* . Harlow, England: Pearson Education Ltd.
17. Tashakkori, A., Teddlie Ch. (1998). *Mixed Methodology: Combining Qualitative and Quantitative Approaches* . Thousand Oaks, CA: Sage Publications.
18. Vogt, W. P. (1999). *Dictionary of Statistics and Methodology: A Nontechnical Guide for the Social Sciences (2nd ed.)* . Thousand Oaks, CA: Sage Publications.
19. Yamane, T. (1967). *Elementary Sampling Theory* . Upper Saddle River, NJ: Printice Hall.
20. Wallgren, A., Wallgren, B., Persson, R., Jorner, U., Haaland, J-A. (1996). *Graphing Statistics and Data: Creating Better Charts* . Thousand Oaks, CA: Sage Publications.