



APPLIES TO ACADEMIC YEAR 2014/2015

## VHL 3660 Bachelor thesis in Retail Management

### Programme

Bachelor of Retail Management (3. year)

### Responsible for the course

Jan Ivar Fredriksen

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

15

### Language of instruction

Norwegian

### Introduction

The thesis is a major independent study where students must demonstrate that they can go into an issue and take sole responsibility for the project. The independent term paper is a mandatory part of the programme. The term paper is written in groups of two to three students, who collaborate. Sometimes a student can be allowed to work alone.

### Learning outcome

The learning objective is part of an educational framework that says what students should know to be able to develop the bachelor's thesis. The learning goal must be consistent with the overall learning goals of the programme defined by the Associate Dean. Overall learning goals are specified in the student handbook under the curriculum for each programme.

Learning objectives include the following 3 elements:

#### **Aquired Knowledge**

The students must demonstrate knowledge and understanding within their special field that is supported by textbooks, but also skills developed during the previous coursework in the program. Furthermore the students must show knowledge and understanding of quantitative and qualitative research methods. In short: Could concepts, contexts, theories / models. ??

#### **Aquired Skills**

It is expected that the students are

able to apply their knowledge and understanding in a professional manner through argumentation, and solve problems within the selected subject (application of theory and method). In addition they must demonstrate the ability to work independently on a project, both individually and as a participants in a group and have skills in project management. Students should search, collect, evaluate and critically interpret the relevant information (data) about a research problem (present and discuss the results).

#### **Reflection**

The student should consider different perspectives and angles with respect to relevant social, scientific and ethical aspects. It is expected that the students show the capacity to learn by identifying a need for further knowledge and to develop their skills.

#### **Prerequisites**

Students must have a thorough knowledge of the chosen field of research. They must also have basic knowledge in social science methodology.

The thesis must meet academic requirements of form and content. A detailed description of the learning objectives is distributed at the start of the course.

#### **Compulsory reading**

#### **Recommended reading**

##### **Books:**

Saunders, Mark, Philip Lewis and Adrian Thornhill. 2012. Research methods for business students. 6th ed. Pearson

#### **Course outline**

Students are responsible for finding a topic or problem area that is suitable for their bachelor's thesis within the framework of their chosen field of study.

#### **Computer-based tools**

Training / guidance in the use of statistical software (SAS JMP) and the search methods of literature in the library is provided.

#### **Learning process and workload**

Students have to fill out a registration form where they describe the chosen subject. Then students will have a supervisor. The course is conducted over one semester and includes seminars and tutorials.

The course includes four workshops, usually with four student groups present. In connection with each seminar the students normally prepare and / or submit material in advance. Up to 3 hours of individual counselling are offered for each student group.

**Seminar teaching is mandatory.**

Students who have not participated in the seminars and / or failed to submit documentation must expect to be invited for an oral hearing.

**Design of the course**

Activity	Hours
Participation in the introductory lecture Participation in the library's information	2 2
Preparation for seminars (read, write)	40
Preparation of papers	41
Participation in seminars (4 x 2 hours)	8
Participate in your workshop library and methodology workshop	4
Working on the paper300 *)	300*
Individual Guide 3	3
<b>Recommended use of hours</b>	<b>400 hours</b>

\*) The time spent is an estimate and will vary with the selected task type

**Use of hours**

**Examination**

Bachelor thesis. The thesis is evaluated by an internal and external examiners. Students may be required to oral hearing to defend the thesis. The thesis should be among 40 pages + possible attachments.

**Examination code(s)**

VHL 36601 Bachelor thesis - counts 100 % towards the grade in VHL 3660 Bachelor thesis in Retail Management, 15 credits

**Examination support materials**

All support materials are allowed.

**Re-sit examination**

A re-sit is held at the next scheduled course.

**Additional information**

Please find more details about writing a Bachelor Thesis at [atbi.no](http://atbi.no)