Syllabus for BUS809 Master Thesis in International Marketing,
Business Administration, Master(D)level, 10 credit points (15 ECTS-credits)

Approved by the Board of the Department of Business Administration, School of Economics and Management,
2005-12-20

1. Level of the course
The course is compulsory in the second semester of the master program BUS800, International Marketing &
Brand Management.

2. Objective
The main objective is to develop students’ ability to conduct an independent scientific study that includes
developing relevant research questions, and to design and conduct a study that addresses the research questions
based upon appropriate methodological considerations and relevant theories within the areas covered by the
master program. The students should also be able to present their study in a written academic report as well as
orally.

3. Contents
The students work independently and in smaller groups with designing and conducting their own study and on
presenting their study in the form of a final written master thesis. This includes to search for and to select
relevant literature on the appropriate theoretical area as well as on research methodology, and to collect relevant
empirical data through field studies and documentary research. The students are also expected to read and
discuss the work of other students that attend the same course.

4. Teaching methods and examination
Teaching takes place primarily through supervision and discussions individually or in smaller group of students.
Each student or group of students will have at least one supervisor that is responsible for discussing the student’s
work with the master thesis throughout the process. The final examination is based primarily on the written
master thesis but a student’s performance during discussions and the final seminars is also considered.

The University views plagiarism very seriously, and will take disciplinary actions against students for any kind
of attempted malpractice in examinations and assessments. Plagiarism is considered to be a very serious
academic offence. The penalty that may be imposed for this, and other unfair practice in examinations or
assessments, includes suspension from the University for a specified period.

Grades: High pass, Pass and Fail, and according to the ECTS credit system.

5. Prerequisites
Bachelor degree (or equivalent) in business administration. Successful completion of the bachelor level (i.e. 90
ECTS-cr or 60 credits) in business administration including FEK582 Bachelor thesis 15 ECTS-cr (or the
equivalent).

The course is given entirely in English. All applicants must therefore be able to communicate in English, both
orally and in writing.

6. Literature
The students will select the appropriate literature covering methodological aspects, relevant theoretical aspects as
well as data and information on the empirical area that is investigated.