



Kursplan

Fakultetsnämnden för ekonomi och design
Ekonomihögskolan

4FE70E Business Administration IV - Master Thesis and Research
Methodology, 30 högskolepoäng

Business Administration IV - Master Thesis and Research
Methodology, 30 credits

Ämnesgrupp

Företagsekonomi

Nivå

Avancerad nivå

Fördjupning

A1E

Fastställande

Fastställd av institutionsstyrelsen vid Ekonomihögskolan 2009-11-05

Kursplanen gäller från och med vårterminen 2010

Förkunskaper

Special eligibility: Bachelor in Business Administration, with at least 22,5 ECTS in Marketing and 15 ECTS worth independent thesis/research report.

Förväntade studieresultat

After completing this course the student should be able to do research work by:

- determining the research area
- developing a valid research problem and research purpose
- evaluating and selecting research methodologies for the research topic
- doing empirical field studies
- writing a master thesis
- critically presenting and discussing research issues in connection with the master thesis

Innehåll

The course consists of one principal activity and two supporting activities:

The principal activity is the thesis work. Each thesis group works on its own thesis, mainly to determine the research area, develop a valid research problem, research purposes and relevant research methodologies for the specified research topic. The course starts with the handing in of a subject paper by each thesis group. This is the starting point for the development of a relevant research problem, purposes and general methodologies for solving the specified research problem. The result of this process is reported as a Research Proposal, which will be discussed in a seminar during the first half of the course. Thereafter, the major part of the field work is done, followed by the

write up and finalizing of the master thesis. The finished thesis is then presented and discussed in the master thesis seminar.

A supporting activity concerns research methodologies for thesis work. A main activity of the course is to learn valid research methodologies for thesis work. Three major methodologies are taken up: case study research, grounded theory research and theory validation research. The course focuses on case study research, since this methodology is the most relevant for studying one or a few individual companies, which is the normal situation for theses written in the international marketing area. The case study methodology is flexible, among other things allowing both qualitative and quantitative research. This methodology will be contrasted to grounded theory research and theory validation/testing methodology of the common quantitative/statistical kind.

A supporting activity is to study finished master theses. Finished master theses are studied to know what thesis work may look like in finished form. This study will be done in larger groups and is to be reported as a joint critical examination (opposition) by the group of an assigned master thesis.

Undervisningsformer

The examination of the thesis course including the supporting methodology course is based on the following activities:

The master thesis: 70%

The methodology part: 20%

Opposition and defence of the master thesis: 10 %.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. The grade is set depending on how well the student has fulfilled the learning outcomes. Pass with distinction requires deeper, more elaborated and complex discussions around the same learning outcomes.

Examinationsformer

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

Kursvärdering

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Kurslitteratur och övriga läromedel

Dubois, Anna. and Gadde, Lars-Erik. (2002) "Systematic Combining: An Abductive Approach to Case Research". *Journal of Business Research* no. 55, pp. 553-560.

Fisher, Colin. (2004) *Researching and Writing a Dissertation for Business Students*, Prentice Hall.

Jansson, Hans. (1994) "Methodology", Chapter 2, *Industrial Products. A Guide to the International Marketing Economics Model*, International Business Press/The Haworth Press.

Merriam, Sharon B. (1998) *Qualitative Research and Case Study Applications in Education*, Jossey-Bass.

Yin, Robert K. (1994) *Case Study Research. Design and Methods*, Second Edition, Sage.

Reference literature

A reference list will be provided with additional methodology literature of relevance for the master thesis.