



Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

4FE71E Business Administration IV - International Business Strategies, Master Thesis and Research Methodology, 15 högskolepoäng

4FE71E Business Administration IV - International Business Strategies, Master Thesis and Research Methodology, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1E

Date of Ratification

Approved 2011-05-13

Revised 2022-12-05 by School of Business and Economics. Change of department
The course syllabus is valid from spring semester 2023

Prerequisites

General entry requirements for studies on second level, and specific entry requirements
Business Administration 1-105 credits, with at least 15 credits on the second level within marketing, including an independent degree thesis on level G2E. English B

Objectives

Master Thesis and Research Methodology, 15 credits

After completing this course the student should be able to:

- Identify and determine a relevant research area in the field
- Develop a valid research problem and research purpose
- Evaluate and select relevant research methodologies for the research topic
- Develop a theoretical framework to solve the research problem
- Conduct empirical field studies
- Critically present and discuss research issues in connection with the master thesis

- Review and make an opposition (written report and oral) on another student groups master thesis
- Defend the master thesis in a seminar

Content

Master Thesis and Research Methodology, 15 credits

The core of the Master Thesis course is to write a master thesis. The course starts with the handing in of a Subject Paper suggesting a relevant master thesis subject. 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 is discussed in a seminar. Thereafter the major part of the field work is done, followed by the write up and finalizing of the master thesis. The finished master thesis is then presented, discussed and defended in a master thesis opposition seminar.

Parallel to the writing process seminars are given on methodologies for thesis work for the students. The seminar concerns valid qualitative and quantitative research methods where main focus is given to case study research in international business. The course also takes up quantitative research in international business.

Type of Instruction

Teaching takes place through coaching of and feedback to each master thesis project. In parallel, interactive research methodology seminars are held where the students' projects are discussed.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The examination of the master thesis course including parallel methodology course is mainly based on the final result of the master thesis. Still the students final grade is also based on the contribution and participation in discussions on the seminars as well as the students' abilities of making an opposition of another thesis project as well as their ability of defending the own thesis.

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 expected learning outcomes. Pass with distinction requires deeper, more elaborated and complex discussions around the same learning outcomes.

For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

Course Evaluation

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.

Required Reading and Additional Study Material

Master Thesis and Research Methodology, 15 credits

Obligatory literature

Dubois, A. and Gadde, L-E.(2002) “Systematic Combining: An Abductive Approach to Case Research”. *Journal of Business Research* no. 55, pp. 553-560.

Fisher, Colin. (2010) *Researching and Writing a Dissertation for Business Students*, Prentice Hall. (448 pages)

Merriam, Sharon B. (2009) *A guide to design and implementation*, JosseyBass. (250 pages)

Yin, Robert K. (2009) *Case Study Research. Design and Methods, Second Edition*, Sage (200 pages)

Additional articles regarding quantitative methodology (ca 100 pages)