

**SYLLABUS**

# **Thesis in Industrial and Management Engineering - Marketing, Bachelor 15 credits M0027N**

**Examensarbete industriell ekonomi - marknadsföring, kandidat**

**Course syllabus admitted: Spring 2016 Sp 4 - Autumn 2017 Sp 2**

**DECISION DATE  
2016-01-15**

# Thesis in Industrial and Management Engineering - Marketing, Bachelor 15 credits M0027N

## Examensarbete industriell ekonomi - marknadsföring, kandidat

### First cycle, M0027N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G#	Industriell ekonomi	Industrial Engineering and Management

## Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language and Knowledge and abilities equivalent to the goals of core courses in Industrial and Management Engineering.

Appointed examiner determines if the student has the specialization required to start the thesis work.

## Selection

The selection is based on 1-165 credits.

## Examiner

Maria Ek-Styvén

## Course Aim

The aim of the course is for the student to practice, develop and show their ability to, in an adequate way, apply theory and method in order to solve unstructured problems relevant to professional activities in industrial management and engineering with a specialisation in marketing.

Upon completion of the course the student shall be able to:

- Develop and formulate a relevant research problem from a selected subject in the area of marketing.
- Utilize scientific studies and judge their relevance for the selected problem
- Manage different, and differences between, theoretical areas.
- Carry out a motivated and relevant selection of theoretical foundation for the study.
- Select and motivate specific research methods for the study with understanding of the impact on the final results of the study.
- Collect relevant information for the study connected to selected theory and method
- In a relevant way present the collected information in written format.
- Based on selected theory and method and in scientifically correct way analyze and draw conclusions concerning the selected research problem.
- Evaluate the scientific and practical relevance of the results.
- Perform written communication in a linguistically and scientifically correct manner
- Orally communicate the results of the study both to scholars in the area as well as to individuals without specific knowledge in the area.
- Defend the results
- Critically evaluate other studies in a constructive and scientific manner.

## Contents

The thesis is a study written by one or two students. The study shall utilize a scientific approach on a problem in the area of marketing. The study shall be presented both as a written report and in oral format. Each student shall also evaluate and perform opposition on thesis written by other students.

## Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

The format of the course is meetings, seminars and individual supervision. At the start of course the student(s) shall develop a brief written presentation and discussion of the problem area of the thesis (thesis PM). After acceptance by the supervisor this thesis PM is further developed into a research proposal. Both the thesis PM and the research proposal will be discussed at special meetings. The student(s) shall then individually or with another student as partner be guided by their supervisor carry out the study.

## Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. In the written report the student shall demonstrate the ability to:

- Develop and formulate a relevant research problem from a selected subject in the area of marketing.
- Utilize scientific studies and judge their relevance for selected problem
- Manage different, and differences between, theoretical areas
- Demonstrate a motivated and relevant selection of theoretical foundation for the study.
- Select and motivate specific research methods for the study with understanding of impact on final result of the study.
- Collect relevant information for the study connected to selected theory and method
- In a relevant way present the collected information in written format.
- Based on selected theory and method and in scientifically correct way analyze and draw conclusions concerning the selected research problem.
- Evaluate the scientific and practical relevance of the results.
- Perform written communication in a linguistically and scientifically correct manner

In the oral presentation and opposition the student shall demonstrate the ability to:

- Orally communicate the results of the study both to scholars in the area as well as to individuals without specific knowledge in the area.
- Defend the results

In the opposition the student shall demonstrate the ability to:

- Critically evaluate other studies in a constructive and scientific manner.

To pass the course the student shall participate in compulsory meetings and seminars, including one seminar for presentation and defense and one as opponent. Further participation in compulsory meetings and seminars as decided by the supervisor. To pass the course further requires e-publishing of the thesis in accordance with the rules of LTU and that the thesis is completed no later than 12 calendar months after the course has formally ended. The student can however only utilize further supervision 6 calendar months after the course has formally ended.

## Remarks

The course is only intended for student who do not intend to pursue their master degree in civil engineering and instead choose to finish their studies in the program with a bachelor's degree. Students must register for the courses themselves, or contact ETKS educational administration [eduetks@ltu.se](mailto:eduetks@ltu.se), not later than five days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

## Literature. Valid from Autumn 2011 Sp 2

Literature will depend on the character and focus of the thesis. Course literature will be selected by supervisor, examiner and participating students.

## Course offered by

Department of Business Administration, Technology and Social Sciences

## Items/credits

Number	Type	Credits	Grade
0001	Degree project	15	U G#

## Last revised

by st revised by Director of Undergraduate Studies Bo Jonsson, Department of Business Administration, Technology and Social Sciences 2016-01-15

## Syllabus established

by Prefekten Institutionen för industriell ekonomi och samhällsvetenskap 2010-02-15