

**SYLLABUS**

# **Degree project in business administration, specialisation marketing, Bachelor 15 credits M0030N**

**Examensarbete i företagsekonomi, specialisering marknadsföring,  
kandidat**

**Course syllabus admitted: Autumn 2023 Sp 1 - Present**

**DECISION DATE**

**2023-02-15**

# Degree project in business administration, specialisation marketing, Bachelor 15 credits M0030N

## Examensarbete i företagsekonomi, specialisering marknadsföring, kandidat

### First cycle, M0030N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G VG *	Företagsekonomi	Business Administration

### Main field of study

Business Administration

## 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 for admission to this course the student must also have attained at least 105 credits of the compulsory courses in years 1 and 2 for the Degree of Bachelor of Science in Business and Economics - Major: Business Administration. The following courses should be included in this and be completed entirely with at least a pass grade: Principles of Marketing (M0015N) 7,5 credits and Scientific theory, research methods and ethics (G0012N) 15 credits or equivalent courses.

## Selection

The selection is based on 1-165 credits.

## 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 activities in business administration 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 a 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 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 degree project is a thesis that is typically written by two students together. The study should be presented both as a written report and in oral format. Each student shall also evaluate and perform opposition on a degree project 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.

Teaching is conducted in the form of seminars and individual supervision. At the start of the course, the students write a brief memorandum including a discussion of the problem area and the purpose of the thesis. This memorandum is then further developed into a research proposal. Each student should then together with another student write a thesis, applying relevant scientific methods.

The right to supervision ends at the final seminar. For students who have completed the seminar series but have not received a passing grade on the work, there is the option to submit a revised version for assessment at later submission times without re-registration. If the seminar series has not been completed within the course session, including revisions of the work, the entire course (with all examination elements) must be redone, which can only be done by re-registration at future course sessions.

## 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 a selected theory and method and in a 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 seminars as well as register the thesis according to LTU's rules.

## Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term “unauthorized aids” refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

## Remarks

Students must register for the courses themselves, or contact ETKS educational administration [eduetks@ltu.se](mailto:eduetks@ltu.se), not later than three 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.

Supervisors are appointed by the examiner in consultation with the course coordinator.

Luleå University of Technology does not accept cheating and plagiarism. Students suspected of being involved in any form of cheating and/or plagiarism are reported to the disciplinary board. The disciplinary measures are warning or suspension from studies for a limited time.

## Overlap

The course M0030N is equal to M0012N, IEM309

## Course offered by

Department of Social Sciences, Technology and Arts

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Start of degree project	U G#	0	Mandatory	S14	
0002	Public discussion of others degree project	U G#	0	Mandatory	S14	
0003	Oral presentation	U G#	0	Mandatory	S14	
0004	Accepted report	U G VG *	15	Mandatory	S14	Yes

## Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2023-02-15

## Syllabus established

by Director of Undergraduate Studies Bo Jonsson, Department of Business Administration, Technology and Social Sciences 2013-06-17