

**SYLLABUS**

# **Degree project industrial engineering and management, industrial marketing, MSc Engineering 30 credits M7037N**

**Examensarbete i industriell ekonomi, industriell marknadsföring,  
civilingenjör**

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

**DECISION DATE  
2021-02-17**

# Degree project industrial engineering and management, industrial marketing, MSc Engineering 30 credits M7037N

## Examensarbete i industriell ekonomi, industriell marknadsföring, civilingenjör

### Second cycle, M7037N

Education level	Grade scale	Subject	Subject group (SCB)
Second cycle	U G#	Industriell marknadsföring	Business Administration

## Entry requirements

At least 240 credits completed courses as required for the degree. A maximum of two 7.5 credits courses (or one 15 credits course) may be unfinished from base and core courses. Of the completed courses at least 30 credits shall be of advanced level.

## Selection

The selection is based on 30-285 credits

## Course Aim

The overall goal of the course is that the student practices, develops and is able to apply theory and methods to solve unstructured problems relevant to a profession as Master of Science in Industrial Engineering and Management within the field of Industrial Marketing.

This means that on completion of the course the student is able to:

- Formulate a relevant problem for investigation from a chosen subject within the subject area Industrial Marketing.
- Apply knowledge and proficiency that has been acquired during the period of study to a complex development project or a smaller research project in an independent and systematic manner.
- Choose and justify the study method for an investigation.
- Analyse and defend the problem formulated in a correct manner with respect to science and engineering, without complete information.
- Locate and critically review information and summarise this in a scientific manner.
- Plan, structure and execute a project within research, development or investigation.
- Judge the scientific and practical relevance of the results obtained.
- Work to a timetable.
- Express themselves well in writing in a verbally and scientifically correct manner.
- Create and execute a presentation of the results of the project, defending the conclusions.
- Critically review the work of others in a constructive and scientific manner

## Contents

Topics within the subject area of marketing is treated. The Thesis work is ment to increase the understanding of the subject area and the ability to apply the knowledge gained within the education. The content of the degree project is designed in collaboration with the supervisor. The degree project always contains a theoretical foundation in the form of a literature survey that highlights the area of technology and the methodology, summarised in a scientific manner.

## Realization

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

The student independently plans and executes the degree project; the supervisor is available for assistance and compulsory seminars may also be held. A timetable for the entire project is included in the degree project, which is continuously reviewed.

## 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.

- Written presentation of individual work.
- Oral presentation of own work
- Public discussion of the work of others
- Attendance at presentations of the degree project work of others.

In the report the student shows the ability to:

- Justify the chosen problem of study
- Select and justify the study methods
- Collect information relevant to the problem formulation with an explicit connection to the chosen theory/method
- Present in writing the information collected in a relevant manner
- Analyse and defend the formulated problem from the chosen theory and methods
- Critically review the relevance of the results obtained from a scientific and engineering point of view
- Express themselves in writing in a correct linguistic and scientific manner

To pass the course the student shall participate in compulsory meetings and seminars as well as register the thesis according to LTUs 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

The department provides active supervision for a period of two semesters from the start of the project.

The degree project is performed individually; only in exceptional cases may at most two students carry out the degree project together. In cases in which the degree project is carried out by two students, this shall be clearly visible in the scope and depth of the report. Contact: ETKS educational administration [eduetks@ltu.se](mailto:eduetks@ltu.se).

## Overlap

The course M7037N is equal to M7002N

## 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	S13	
0002	Public discussion of others degree project	U G#	0	Mandatory	S13	
0003	Oral presentation	U G#	0	Mandatory	S13	
0004	Accepted report	U G#	30	Mandatory	S13	Yes

## Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2021-02-17

## Syllabus established

by Director of Undergraduate Studies Bo Jonsson Department of Business Administration, Technology and Social Sciences 2012-06-21