

**MSC IN ECONOMICS AND BUSINESS ADMINISTRATION
(INTERNATIONAL MARKETING)**

4TH SEMESTER - SPRING SEMESTER 2019 - MODULE DESCRIPTION

<p>Module title, ECTS credits (and possibly STADS code)</p> <p>Module 8 - Master's Thesis</p> <p>30 ECTS STADS Code: SBH700077C</p>
<p>Location</p> <p>4th semester, Spring Semester, MSc in Economics and Business Administration (International Marketing)</p>
<p>Module Coordinator</p> <p>Reimer Ivang, ivang@business.aau.dk</p>
<p>Type and Language</p> <p>Module Type: Project</p> <p>Language of Instruction: English</p> <p>Students are required to write their projects in English and sit their oral examination in English.</p> <p><i>However, Danish students are allowed to write their semester projects in Danish and sit their examinations in Danish. However, they have to inform the coordinator/the secretary if they choose to do so when groups are formed.</i></p>
<p>Objectives</p> <p>The 4th semester is the final semester of the MSc programme devoted to the writing of the master's thesis.</p> <p>The objective of the Master's degree thesis in International Marketing is to offer students the opportunity to undertake a comprehensive study of any research issue in international marketing of their preference. Students' choices may be based on issues to which they have been exposed during the preceding three semesters or other issues of relevance to international marketing studies. At any rate, the point of reference in making a choice must be international marketing.</p> <p>The thesis also offers students the opportunity to demonstrate their ability to select concepts, frameworks and theories that may be considered pertinent to the issues of investigation, critically assess the strengths and weaknesses of these concepts, frameworks and theories, and identify the knowledge gap in the area.</p>

The Master's Thesis must document knowledge, skills and competences to work with scientific theories and methods within a specified topic building on main areas of international marketing. The Master's Thesis may address theoretical/practical issues, for example in cooperation with a company or organization, or purely theoretical/methodical issues.

The Master's thesis must include a summary in English. The summary must be at least 1 page long and may not be more than 2 pages long (these pages are not included in the maximum allowed pages). The summary is included in the overall assessment of the project.

Learning outcomes:

After a successful completion of the thesis work the student will possess:

- Knowledge
 - Identify scientific issues/problems within the area.
 - Reflect on International Marketing-related issues/problems on a scientific basis.
- Skills
 - Apply international marketing theory on concrete issues/problems, from either an empirical or a theoretical basis.
 - Select relevant theory, methods and tools and, on a scientific basis, present possible solutions.
 - Analyze issues/problems relevant to staff and management.
 - Communicate research-based knowledge.
 - Discuss professional and scientific issues/problems with peers and non-specialists alike.
- Competences
 - Manage work and development situations that are complex, unpredictable and require new solutions.
 - Plan and further develop development projects within International Marketing.
 - Make assessments and decisions in complex contexts.
 - Independently initiate and conduct professional and cross-disciplinary cooperation and assume professional responsibility.
 - Present scientifically based argumentation.
 - Independently take responsibility for own professional development and specialization.

Academic Content and Conjunction with other Modules/Semesters

The Master thesis is the final outcome of the study programme. The theories and methods learned in earlier modules are combined in a research project that allows the students to demonstrate their command of the theories and methods.

The module is the epitome of problem based learning. A well-executed study - with an interesting research question, strong theoretical bases and sound methodological handy work - can produce new knowledge of interest to the wider society outside of the university.

Scope and Expected Performance

Students must expect that the module is equivalent to 1 semester full time work.

Students will be required to write and submit a thesis and take part in an external oral group examination based on an oral presentation and an ensuing discussion with the thesis as its point of departure.

Size of the Thesis

A thesis written by an individual student should not exceed 100 pages, *(including tables and figures. Excluding references, appendices, front page, table of contents)*.

A report from a group of 2-3 students should not exceed 150 pages, *including tables and figures. Excluding references, appendices, front page, table of contents)*.

Since style, focus, number of figures and diagrams do influence the project size, the above page numbers must be seen as a guide. Where your thesis is expected to fall outside the range given, you must seek approval from your supervisor for the additional pages.

A page is defined as 2400 characters including the spaces between words.

Participants

Students enrolled in the MSc programme in Economics and Business Administration (International Marketing).

Other degree students or guest students who wish to participate in the module may apply to the study board.

Prerequisites for participation

The students must be admitted to the Master's Degree Programme in Economics and Business Administration (International Marketing). This requires a Bachelor's Degree in Economics and Business Administration (all programmes and combinations) or other degree where commensurate qualifications are obtained.

Students must have completed and passed all exams achieving a grade of no less than 02 in the modules from their 1st 2nd and 3rd semester in order to sit their examination in their master's thesis.

Module Activities

This is a project writing semester and thus there will not be planned any lecture or meeting activities. Important dates and student related activities are listed below:

The master's thesis period commences on **Friday 1st February 2019**.

Submission of Master's Thesis:

Binding deadline for submitting is **Thursday 6th June 2019 at 10.00**.

Examinations: Will be scheduled for **week 25-26 2019**.

Registration for 4th semester/Master's Thesis Writing

- **STADS self-service:**

Students must register for their 4th semester/their master's thesis writing in STADS self-service **in the period 15/11 to 1/12 2018**: <http://www.stads.aau.dk/students/>

- **Master's Thesis Registration**

Furthermore students must register for their master's thesis writing by completing a master's thesis registration. This is done via completing a form in SurveyXact. Students will receive an e-mail with a link to gain access to complete this form.

Deadline for completing the master's thesis registration is:

Friday 1st February 2019 at 10.00.

Approval of Topic/Problem Formulation

Students will be asked to enter their topic/preliminary problem formulation when they complete their master's thesis registrations in SurveyXact.

Students will receive an e-mail from either the programme coordinator or the secretary only in the case their topics/problem formulations have not been approved. If students do not receive an e-mail, their topic/problem formulation has been approved, and students will be assigned supervisors.

Supervisor allocation will be uploaded to moodle.

Examination:

Students will be required to write and submit a thesis and take part in an external oral group examination based on an oral presentation and an ensuing discussion with the thesis as its point of departure.

Examinations will be schedule for **week 25-26 2019.**

Students are expected to do a presentation of max 20 minutes per student covering central issues that the student(s) would like to emphasise or new issues that have relevance to the topic.

Duration of presentation

1 student = max 20 minutes

2 students = max 40 minutes

3 students = max 60 minutes

Duration of examination

Duration of the examination for 1 student is 1 hour.

If you are in a group of 2 or more students writing your thesis, please note that the oral examination will be conducted on a group basis.

Its duration will vary with the number of students in each group:

1 student - 1 hour

2 students - 1 $\frac{3}{4}$ hour

3 students- 2 $\frac{1}{2}$ hour

4 students - 3 hours

Information on how to conduct group exams can be found here:

<https://youtu.be/2z-K2sA-VpU>

Assessment:

Assessment is made on the basis of the formulated learning objectives and evaluation criteria described in the curriculum.

Although the thesis will not be graded separately, the oral examinations will take their point of reference in the thesis in addition to presentations made by the students during the oral examinations.

With regard to group examinations, students will receive their individual grades while the entire group is present in the examination room. However, students have the right to request that they receive their grades without the rest of the group being present in the examination room. Students who would like to make use of this option must inform the examiner prior to the commencement of the examination.

The grading is according to the Danish 7-point marking scale. The examination weight is 30 ECTS.

The grade 12 is given for an excellent performance which displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance of the objectives of the module.

Visit this link for details on grading:

http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf

FAQ to Master's Thesis Writing

1. Students are only allowed to sit their master's thesis examination upon completion of all other activities within their designated MSc programme.
2. Students must register for their 4th semester/master's thesis writing in STADS self-service in the period **15/11 to 1/12 2018**: <http://www.stads.aau.dk/students/>
3. The master's thesis period commences on: **Friday 1st February 2019**.
4. Students must register for their master's thesis writing by completing a master's thesis registration in SurveyXact. Deadline: **Friday 1st February 2019 at 10.00**.
SurveyXact link will be sent to students by e-mail.
5. The Programme Coordinator assigns supervisors after students have completed their master's thesis registration in SurveyXact.
6. The thesis must be completed and submitted by **Thursday 6th June 2019 at 10.00**, and this choice is binding.
Only in case of exceptional circumstances students may apply to the Study Board for an exemption from the above submission deadlines.
Secretary to the Study Board: Gitte Nielsen, Room 100 Fibigerstræde 2,
E-mail: eoestudienaevn@business.aau.dk, Phone: +45 9940 8052.
7. If students are unable to submit their thesis within the stipulated time frame, this will be treated as a missed examination attempt and a "non attendance" is registered. Students have three examination attempts.
8. Students must complete the form "standard title page for projects" and include this page in their projects.
9. Students must upload a copy of their thesis within the stipulated deadline to Digital Exam: www.en.de.aau.dk
10. Students must submit two hard copies of their thesis to the secretary at the stipulated deadline.
11. Examinations will take place in June 2019: **week 25-26 2019**.
12. After the examinations - in order for students to have their diploma issued - they must send an e-mail to Lise Danneris Kristensen, ldk@business.aau.dk with the following information:
Name:
Home Address:
Private E-mail:
Study No:
Education:
Campus (Aalborg or Copenhagen):
Please write in the subject line of the e-mail "Request for the issuing of Diploma".
Please note that diplomas will be sent to the address that students supply in this e-mail.
However, students participating in the Graduation Ceremony will be handed their diplomas at the ceremony.
13. A Graduation Ceremony for BSc and MSc students hosted by the Study Board will be held on: **Tuesday 25th June 2019**.
Invitation for this event with information about how to sign up will follow in due course.