



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSN09, Business Administration: Degree Project in Strategic Management, 15 credits**

*Företagsekonomi: Examensarbete i internationell strategisk ledning,  
15 högskolepoäng*  
Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-09-27 to be valid from 2016-09-27, spring semester 2017.

### **General Information**

The course BUSN09 is a course in Business Administration at the advanced level.

*Language of instruction:* English

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

A1E, Second cycle, contains degree project for MA/MSc (60 credits)

### **Learning outcomes**

A passing grade on the course will be awarded to students who:

#### **Knowledge and understanding**

- Understand different research philosophies, methodologies and empirical methods. This includes an understanding of basic assumptions and differences as well as an ability to conduct empirical research arising therefrom.

#### **Competence and skills**

- Have competencies in the application of theories and models to empirical data, for example that pertaining to practical management problems on themes within the field of strategic management, as well as more theoretical, academic issues.  
- Have an ability to communicate in English on issues, debates and problems in the field both orally and in writing.

- Can follow the development of knowledge in the field of strategic management through journal articles and research oriented books, as well as the more popular press.
- Can work both individually and as a member of a group with students from different cultures in order to solve practical problems as well as manage a more extensive project.

### **Judgement and approach**

- Select and evaluate different theories and research methods in relation to specific practical problems.
- Can identify relevant research topics within the area of international strategic management studies and to design and carry out research independently that investigates such topics in a relevant way.
- Demonstrate an ability to make assessments within international strategic management, taking into account relevant scientific, social and ethical aspects, and demonstrate an awareness of ethical aspects in research and developmental works.

### **Course content**

The main objective is to develop students' ability to conduct an independent scientific study that includes developing relevant research questions, and to design and conduct a study that addresses the research questions based upon appropriate methodological considerations and relevant theories within the areas covered by the masters program. The students should also be able to present their study in a written academic report as well as orally. The students work independently and in smaller groups with designing and conducting their own study and on presenting their study in the form of a final written master thesis. This includes to search for and to select relevant literature on the appropriate theoretical area as well as on research methodology, and to collect relevant empirical data through field studies and documentary research. The students are also expected to read and discuss the work of other students that attend the same course.

The result of the project is presented and defended, orally and in writing, at a seminar at the end of the second semester of the master program. Most of the project work is scheduled during the second half of the second semester. However, students are expected to plan and outline the project and collect data parallel to the course work. Different parts of the written project report will be presented and discussed at intermediate seminars.

### **Course design**

Teaching takes place primarily through supervision and discussions individually or in smaller group of students. Each student or group of students will have at least one supervisor that is responsible for discussing the student's work with the master thesis throughout the process.

The following activities are compulsory parts of the degree project work:

Act as opponent on another project report.

Act as discussant during intermediate seminars.

Active participation in three final seminars besides acting as opponent and defending your own thesis.

The entire project report should be added to the thesis database (LUP) of the

Department of Business Administration.

The entire project report should be sent to the Urkund database before grading.

## Assessment

The final examination is based primarily on the written master thesis but a student's performance during discussions and the final seminars is also considered.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

**Grade** (Definition) Points or % out of maximum points. Characteristic.

**A** (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F** (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## Entry requirements

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course.

## Further information

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

Subcourses in BUSN09, Business Administration: Degree Project in Strategic Management

Applies from V17

1601 Degree Project in Strategic Management- Master Level, 15,0 hp  
Grading scale: Fail, E, D, C, B, A