



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSN39, Business Administration: Degree Project in Global Marketing - Master Level, 15 credits**

*Business Administration: Degree Project in Global Marketing -  
Master Level, 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 2016-11-21 and was last revised on 2023-09-01. The revised syllabus applies from 2023-09-01, spring semester 2024.

### **General Information**

The course is a master level course and a compulsory part of the masters programme International Marketing and Brand Management. It can also be an elective course in Business Administration at masters level. The course can be studied within the Business Administration and Economics programme, the International Business Administration and Economics programme, the Degree of Master of Science in Business and Economics – Programme (Civilekonomprogrammet) as well as an independent-subject course.

*Language of instruction:* English

The course is offered in English. Students must therefore be able to communicate in English, both orally and in writing.

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

A1E, Second cycle, contains degree project for Master of Arts/Master of Science (60 credits)

### **Learning outcomes**

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

#### **Knowledge and understanding**

- Show an understanding of the different steps and considerations included in

developing and conducting an academic study.

- Account for and explain central theoretical models within the broad area of international marketing and strategy that are relevant for the topic of the thesis.
- Account for the different steps and challenges involved in developing an appropriate research method.

### **Competence and skills**

- Are able to conduct an independent scientific study that includes developing relevant research questions, 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 master program within specified time limits.
- Show an ability to analyze empirical data, to relate it to existing theory and knowledge and to present clear contributions based upon the conducted study.
- Can present their study as a written academic report and discuss the strengths and weaknesses of their study with other students.
- Are able to design a study in order to increase the understanding of a certain practical or theoretical problem
- Are able to assess the quality and potential contributions of practical investigations as well as academic studies within the areas of marketing and strategy

### **Judgement and approach**

- Select relevant theories and appropriate methodology in order to address the research problem and purpose identified by the study.
- Can identify strengths and weaknesses in their study and identify relevant contributions of the research.
- Have an ability to discuss other students' research based on academic standards.
- Demonstrate an ability to make assessments within the field of globalization, brands and consumption, taking into account relevant scientific, social and ethical aspects, and demonstrate an awareness of ethical aspects of research and development work
- Demonstrate an ability to identify their need of further knowledge and to take responsibility for developing their knowledge.

### **Course content**

The students work independently, 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.

### **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.

## 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. If a thesis does not pass the first examination, the examiner will specify the required improvements that have to be made and the students will be given the opportunity to hand in a revised version for assessment.

The students will be assessed of their knowledge and skills achieved during the programme through the Learning Objective Assessment (LOA).

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*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. For other students, at least 60 UCP or ECTS-cr in Business Administration is required. These must include a course in basic Business Administration, (e.g. FEK502 Business Administration: General Course, FEKA80 Business Administration: Introductory Course or the equivalent).

## **Further information**

The BUSN39 cannot be combined with the courses BUSN29, BUSM08 or BUS809 in a degree.

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 BUSN39, Business Administration: Degree Project in Global Marketing - Master Level

Applies from V22

- 2201 Degree Project in Global Marketing - Master Level, 15,0 hp  
Grading scale: Fail, E, D, C, B, A
- 2202 Learning Objective Assessment, 0,0 hp  
Grading scale: Fail, Pass

Applies from V13

- 1201 Degree Project in Global Marketing - Master Level, 15,0 hp  
Grading scale: Fail, E, D, C, B, A