



LUNDS
UNIVERSITET

Ekonomihögskolan

BUSN39, Business Administration: Degree Project in Global Marketing - Master Level, 15 högskolepoäng
Business Administration: Degree Project in Global Marketing - Master Level, 15 credits
Avancerad nivå / Second Cycle

Fastställande

Kursplanen är fastställd av Studierektor vid Företagsekonomiska institutionen 2016-11-21 och senast reviderad 2023-09-01. Den reviderade kursplanen gäller från och med 2023-09-01, vårterminen 2024.

Allmänna uppgifter

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.

Undervisningsspråk: Engelska

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

Huvudområde

Företagsekonomi

Fördjupning

A1E, Avancerad nivå, innehåller examensarbete för magisterexamen

Kursens mål

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

Kunskap och förståelse

- 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.

Färdighet och förmåga

- 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.

Värderingsförmåga och förhållningssätt

- 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.

Kursens innehåll

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.

Kursens genomförande

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.

Kursens examination

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 examiners 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).

Om så krävs för att en student med varaktig funktionsnedsättning ska ges ett likvärdigt examinationsalternativ jämfört med en student utan funktionsnedsättning, så kan examinator efter samråd med universitetets avdelning för pedagogiskt stöd fatta beslut om alternativ examinationsform för berörd student.

Prov/moment för denna kurs finns i en bilaga i slutet av dokumentet.

Betyg

Betygsskalan omfattar betygsgraderna Underkänt, 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.

Förkunskapskrav

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).

Övrigt

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.

Prov/moment för kursen BUSN39, Business Administration: Degree Project
in Global Marketing - Master Level

Gäller från V22

- 2201 Degree Project in Global Marketing - Master Level, 15,0 hp
Betygsskala: Underkänt, E, D, C, B, A
- 2202 Programexamination, 0,0 hp
Betygsskala: Underkänd, Godkänd

Gäller från V13

- 1201 Degree Project in Global Marketing - Master Level, 15,0 hp
Betygsskala: Underkänt, E, D, C, B, A