

Course Descriptions None 2014-2015

Course Title Writing a Master's Thesis Proposal: IB-Supply Chain Management
Course Code EBS4022
ECTS Credits 4,0
Assessment None

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|-----------|-----------|-----|-----|-----|-----|-----|
| 3 | 12-1-2015 | 23-1-2015 | - | | | | |
| 6 | 15-6-2015 | 26-6-2015 | - | | | | |

Level Advanced

Coordinator Lieven Quintens, Kelly Geyskens For more information: l.quintens@maastrichtuniversity.nl; k.geyskens@maastrichtuniversity.nl

Language of instruction English

Goals The programme is completed by a Master Thesis Project in which you conduct an in-depth study of a marketing-related topic. It provides you with the opportunity to apply your knowledge and skills acquired during the programme to one specific marketing problem. You are prepared for this master thesis project in a two-week skills training in which you develop a proposal and are assigned to a supervisor who is knowledgeable in the area of your interest.

Description In several sessions, students are guided towards a thesis proposal that offers a solid base to enter the thesis process. Finding a topic, formulating an interesting and workable problem statement, imposing a structure by formulating sub questions, reporting on a first scan of the literature, and finally developing initial research ideas are all covered in these sessions. The skills training is concluded by a session in which all participants give a presentation of their thesis proposal, receiving critical feedback from other students and the tutor.

Literature Green, S.B. and N.J. Salkind (2003), Using SPSS for Windows and Macintosh: Analyzing and Understanding Data, Upper Saddle River: Prentice Hall.
Pans, R.H.M.C. (2004), Guide to the Final Thesis FE&BA, Maastricht: University of Maastricht

Prerequisites Students who wish to start with their thesis must have followed at least two courses in their concentration.

Teaching methods PBL

Assessment methods Participation

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation Master International Business Track Supply Chain Management SCM