Course Descriptions None 2022-2023

Course Title	Bachelor Thesis Major Marketing
Course Code	EBT0008
ECTS Credits	8,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
S1	5-9-2022	27-1-2023	C				
S2	6-2-2023	7-7-2023	C				

Level	Intermediate/Advanced
Coordinator	Sabine Nievelstein, Matthias Wibral For more information:s.nievelstein@maastrichtuniversity.nl; m.wibral@maastrichtuniversity.nl
Language of instruction	English
Goals	The BSc thesis is an individual assignment and serves as a concluding assignment of your Bachelor study. The aim of the BSc Thesis is to demonstrate your mastery of domain of study in an assignment that integrates your acquired knowledge and skills. The BSc thesis is an essay of 4500-5000 words based on scientific articles.
Description	PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. A RE-EMERGENCE OF THE CORONAVIRUS AND NEW COUNTERMEASURES BY THE DUTCH GOVERNMENT MIGHT FORCE COORDINATORS TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS. The bachelor thesis will start with an opening lecture in the first week of the semester. This opening lecture provides general guidelines for the thesis and will introduce the different topics among which students can choose. The students work on their BSc thesis simultaneously with their courses as a floating skill in so-called BSc thesis circles. The BSc thesis circles will take place during period 1 and 2 (or 4 and 5 respectively). Period 3 (period 6 respectively) will be used to write up the final report.
Literature	The literature for the BSc thesis is determined jointly by student and supervisor
Prerequisites	The courses related to the topic of your bachelor thesis
Keywords	
Teaching methods	PBL / Presentation / Lecture / Assignment
Assessment methods	Final Paper
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

Bachelor Economics and Business Economics - International Business Economics	Thesis
Bachelor International Business	Thesis