

Master's Dissertation (F000885)

Course size (nominal values; actual values may depend on programme)

Credits	20.0	Study time	600 h	Contact hrs	100.0 h
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Course offerings and teaching methods in academic year 2018-2019

A (year)	English	master's dissertation	100.0 h
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Lecturers in academic year 2018-2019

Van den Poel, Dirk	EB23	lecturer-in-charge
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Offered in the following programmes in 2018-2019

Master of Science in Marketing Analysis	crdts	offering
	20	A

Teaching languages

English

Keywords

Position of the course

The master thesis/graduation project uses the knowledge from the preceding courses in the master program and applies them to a practical problem.

Contents

The Master's Dissertation includes a review of the relevant literature and a practical application. It consists of a written assignment (the report of the research method, findings, conclusions,...) and a presentation with oral defence. In addition, interim reports are required.

Initial competences

Starting competences for the master thesis are the final competences from the other courses in the program.

Final competences

1 The final competences of the master's dissertation are intertwined with the competences for the study programme. In general, the master's dissertation is expected to apply common scholarly practices, both in content and form. Assessment both focuses on content and form (language, layout, references, etc.) The master's dissertation is mainly judged on its adequacy with regard to topic and method.

For empirical research, the following competences apply:

- Being able to formulate a clear problem statement and research objective;
- Being able to motivate the choice of research design;
- Being able to motivate the choice of data gathering and data analysis method(s);
- Being able to present results coherently;
- Being able to formulate correct conclusions;
- Being able to link research results to the problem statement, highlighting both the added value and the limitations of the research project;
- Being able to present the implications of the research outcome;
- Being able to conduct scholarly activities in keeping with ethical standards;
- Being able to report clearly using customized tables, graphs and figures to clarify research results. A number of the criteria above equally apply to a study of the literature.

2 Additional competences, specific to a literature study are:

- Being able to adequately select from the literature sources that are relevant to the problem statement;
- Being able to adequately define and clarify the problem;
- Being able to summarise previous relevant research, informing the reader on the

- current state of the art;
- Being able to identify relationships, contradictions and gaps in the relevant literature.

Conditions for credit contract

This course unit cannot be taken via a credit contract

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Master's dissertation

Learning materials and price

Is provided on an individual basis.

References

Course content-related study coaching

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Oral examination, assignment

Examination methods in case of periodic evaluation during the second examination period

Oral examination, assignment

Examination methods in case of permanent evaluation

Assignment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible

Calculation of the examination mark

The master's dissertation is considered a course unit of the curriculum in the master study programme. The examination board assigns a commissioner who, in addition to the dissertation supervisor, assesses the master's dissertation.

For the calculation of the examination mark: see document on Minerva