

Course: Graduation Project

credits: 30

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|---------------------|--------------------|--------------------------|---------------------------------|
| Course code | LBVB19GPJ2C | Modes of delivery | |
| Name | Graduation Project | Assessments | Graduation project - Assignment |
| Study year | 2022-2023 | | |
| ECTS credits | 30 | | |
| Language | English | | |
| Coordinator | D.A. Naydenova | | |

Learning outcomes

After successful completion the student:

- Effectively solved a business problem in the field of Marketing, Finance & Accounting, Management, and/or Strategy & Business Development;
- Developed and justified an appropriate research framework for the research project;
- Collected, evaluated and analysed secondary and primary data and integrated theory and practice by applying theoretical models to solve business problems;
- Analysed complex issues, drew logical conclusions from complex research data to answer the research questions;
- Provided SMART recommendations to solve the business problem;
- Took ownership of the project and effectively planned and organised his/her graduation project to achieve the project objectives;
- Demonstrated professional English report writing skills and verbal communication skills;
- Collaborated effectively with relevant stakeholders of the project to achieve the project objectives;
- Critically reflected on own process for professional development.

Program Learning Outcomes from the IB Framework:

The professional competences depend on the student's Graduation Minor and topic chosen.

WT1_L3; WW4_L3; WW6_L3; ; LW8_L3; LW9_L3; TWM24_L3

Content

This module concerns carrying out the graduation project, report writing and presenting and defending of the results.

Please see the Graduation Project Handbook for details.

Prerequisites:

A student in the four-year bachelor programme must have achieved 144 credits (EC) of the Post-Propaedeutic Phase, including BRM1/WFM1.

A student in the three-year bachelor programme must have completed their First Year and obtained at least 84 credits in the Post-Propaedeutic Phase.

Included in programme(s)

International Business 3 Year
International Business 4 Year

School(s)

International Business School