Hanze

Course: Master Thesis — credits: 25

Course code	BPVM21THE1C
Name	Master Thesis
Study year	2025-2026
ECTS credits	25
Language	English
Coordinator	P.M. Duarte de Almeida
Modes of delivery	Education
Assessments	Proposal, report and defence - Other assessment

Learning outcomes

- To take the essence: the student identifies and briefly summarizes the essence of his findings
- To problematize: The student evaluates the interdisciplinary context of his assignment, and defines the core problem that needs to be addressed
- To conceptualize: the student introduces the key concepts relevant to the core problem of his thesis, and critically evaluates relevant literature to create a conceptual framework. The literature review involves sources from the various domains relevant for the core problem
- To design: The student translates the core problem into relevant sub questions, and designs the research method to answer these questions
- To analyze: The student executes his research according to the research design, and collects and analyses systematically the resulting data
- To discuss: the student critically evaluates the outcomes of his research, and discusses and defends the implications both from an academic and from a professional perspective.
- To advice & to implement: the student gives a well-motivated (interdisciplinary) business advice for the solution of the problem, including implications for other functional domains and guidelines for implementation
- To conclude: the student summarizes the outcomes of his thesis by reflecting on his sub questions. He identifies specific managerial implications with respect to the solution of the core problem of his thesis.
- To persuade: the student writes in a stimulating well-articulated manner, and uses professional business English. In his argumentation, the student persuades his audience, and stimulates them to accept his choices and support the implementation of the advice.

Content

The Master Thesis is the master proof by which students demonstrate their ability to independently make a substantial contribution towards the solution of a complex problem in an interdisciplinary professional context. As Business Professional with an MSc title, students are able to conceive innovative solutions that are relevant for the profession and based on relevant academic insights.

The thesis is a client-driven, supervised learning process. To the extent possible, it simulates a professional approach emphasizing deadlines and professional standards for work products, as well as the imperative to make decisions and recommendations based on imperfect information. It recognizes the importance of being responsive to:

1. The professional stakeholders interested in the solution
2. The academic advances and standards in the field of interest.
3. The interdisciplinary environment, therefore, the necessity to co-operate with others.

Included in programme(s)

Interdisciplinary Business Professional

School(s)

International Business School

share your talent. move the world.

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