Course: Preparations Final Projects — credits: 5

Course code	CIVB22PFP
Name	Preparations Final Projects
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	M. Stolyga
Modes of delivery	Tutorial
Assessments	Preparations Final Projects - Other assessment

Learning outcomes

Learning Outcomes

After completing this course the student is able to:

- criticise management questions, research questions, conceptual models, and methodologies
- independently construct management questions, research questions, and a conceptual model based on a company issue
- independently select an appropriate methodology to examine research questions
- independently create a research proposal that functions as an educational tool to start the Graduation Project

Content

Content

This course serves as a stepping stone for the Graduation Project.

You will initially review essential elements of a research proposal using teacher-provided material. In the second half of the course, you construct your own research proposal based on the company selected and approved for your Graduation Project. All decisions and elements are substantiated by the theory and methodology covered in the course. The assessment is individual and based on the research proposal, which also serves as the entry requirement for the Graduation Project.

Literature/study materials

See Brightspace or intranet.

Included in programme(s)

Marketing Management

School(s)

Entrepreneurship, Communication & Marketing

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