Vak: Thesis Project — credits: 30

Vakcode	UTVM25THE1C
Naam	Thesis Project
Studiejaar	2026-2027
ECTS credits	30
Taal	Engels
Coördinator	N. Ding
Werkvormen	Afstudeeropdracht
Toetsen	Thesis Report - Overige toetsing

Leeruitkomsten

By developing and writing the Master thesis the student will show the ability to:
CLO1: Conduct applied research into business issues in the international business context through appropriate use of research and business/management resources and methodologies to deliver practical solutions (PLO2, PLO3).

CLO2: Analyses critically, primary and secondary data to provide adequate recommendations to improve practice of a specific context (PLO2, PLO3, PLO4).

CLO3: Reflects on the results and relevance of the research to situations other than those researched (PLO8).

CLO4: Innovate and improve professional practice, based on critical appraisal of published research on business theories and practices (PLO5).

CLO5: Deal with complex and dynamic business contexts by making substantiated choices evidence-based on business theories and models (PLO2, PLO3).

CLO6: Recognize and address changes of strategic importance for the organizations due to new economic realities and propose strategies to enhance and transform business processes and articulate the implications of the progress of the proposed changes (PLO1, PLO4).

CLO7: Reflect on environmental, social, cultural and ethical aspects within business strategy, for implementation of sustainable improvement of practice (PLO6, PLO7).

CLO8: Communicate effectively to an academic and professional business community about strategic goals and potential changes in the business environment (PLO7).

CLO9: Write a research report in a scientific, clear and systematic format (PLO2, PLO7).

CLO10: Reflect on the research performance within the thesis project (PLO8).

Inhoud

Strategic Focus Areas: Entrepeneurship, Global Mindset and Sustainability

The MIBM thesis will give students the opportunity to explore and integrate in length aspects of theory or methods, knowledge and skills, given along the first year of the MIBM programme.

The combination of that specific content with research approaches and professional practice questions, will create the relevant content and educational process of the thesis course.

The thesis project is an individual assignment that is linked to a practical issue in an existing organisation, or type of organisation or to the start-up of a new organisation. The thesis research should be carried out as an assignment given by an organisation (profit or non-profit) or a professorship linked to the business issue (e.g. IBS is linked to the Knowledge Centre Entrepreneurship: KCO). Students are expected to acquire the assignment, define the problem, and formulate the research objectives and research questions themselves.

Students need to describe the theoretical framework, design a suitable methodology, gather and analyse information, draw logical conclusions and recommend realistic solutions or courses of action and /or further research.

The project should involve primary data collection by the student and should relate to the field of Marketing, Finance and Accounting, Human Resource Management, Operations Management, or Strategic Management.

The student’s investigations need to be thorough, rigorous and well organised and involve undertaking systematic research in the context of applied research. Therefore, students have to use appropriate methods to systematically collect and analyse data, argue why the results obtained are meaningful, and explain any limitations that are associated with them (Saunders, Lewis & Thornhill, 2007). MIBM students will present their Master Thesis report during a defence session.

The thesis should contribute to knowledge on the application of business theories in a real situation of practice, or to theory formation in the business field.

The MIBM thesis is an individual thesis that requires an individual assessment.

This course contributes to SDG 7, 8, 9, 11, 12

Opgenomen in opleiding(en)

International Business and Management

School(s)

Business & Recht

De ECTS onderwijscatalogus van de Hanzehogeschool Groningen wordt met de grootst mogelijke zorg samengesteld. Het is echter mogelijk dat de inhoud van de catalogus -en de daarin vervatte informatie- verouderd, incompleet of onjuist is. Aan de inhoud van de catalogus kunnen dan ook geen rechten worden ontleend.