

Module description

Field of study: *Business, Management and Services*

Degree course: *Bachelor of Science HES-SO in International Business Management*

1. Title of module **Bachelor Thesis** **2024-2025**

Code: 3111

Level: Advanced module

Module where failure may lead to final

Type: Main module

Spring semester Autumn semester

Type of course:

Characteristic: course in accordance with Art.25 of the framework directives on the Bachelor and Master degrees at the HES-SO

Time schedule: Module over 2 semesters

2. Organization

ECTS credits: 12

Language: English

3. Prerequisite

To have validated 120 ECTS credits among first and second-year modules for full-time students or among first, second, and third-year modules for part-time students.

4. Skills to be gained / general learning objectives

The Bachelor thesis is an applied research project selected by the student, providing an opportunity to apply the methodological and analytical knowledge gained during their program. It assesses the student's initiative, planning, reporting, analytical and presentation skills. Students work independently within specified restrictions, guided by a mentor.

By the end of this module, the student must have demonstrated their ability to:

- Identify and interpret a current practical problem faced by one or multiple organizations involved in international business management and formulate a research question that addresses the problem adequately.
- Construct a sound analytical framework using relevant theory to study the research question.
- Collect and analyze appropriate primary data, using methods such as quantitative and/or qualitative surveys.
- Offer an objective and independent overview of the issue and its context, drawing essential conclusions from their research.
- Develop feasible recommendations, supported by the conclusions derived from their study.
- Effectively communicate their findings professionally, concisely, and clearly, both orally and in writing.

Subsidiary objectives include the ability to:

- Write an appropriate research proposal, with a well-defined research question on an international topic based on a critical review of relevant literature.
- Apply appropriate tools and methods learned during their studies.
- Show their capacity to manage a large-scale project individually in its entirety, from the choice of a subject to its defense, with deadlines set by the school.

5. Teaching and content

The mandatory elements and deliverables of the Bachelor thesis module are described in the module syllabus available on the Cyberlearn Moodle platform.

6. Assessment and validation methods

The assessment and validation methods are specified in the module syllabus available on the Cyberlearn Moodle platform.

7. Reassessment requirements

Specific reassessment and repetition modalities are specified in the module syllabus available on the Cyberlearn Moodle platform.

7a Reassessment requirements (if module is repeated)

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