

Objectives

The thesis serves the following purposes:

- To further develop the ability to give an independent, systematic and clear treatment of a certain topic.
- To train the ability to independently identify and analyse relevant problems
- To solve a practical problem by a systematic use of an appropriate choice of theory and methodologies.
- To train the ability to independently acquire and handle academic knowledge through independent studies of relevant literature, and to cultivate the ability to evaluate and briefly account for the central elements in a large literature base.

Learning Outcome

The purpose of the bachelor's thesis is to give students an opportunity – by working in depth with a limited subject area – to independently demonstrate their ability to formulate a business related topic, select relevant literature, process data, conduct analyses, apply methodologies, make critical assessments and present answers to questions raised in the problem statement.