

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF MARKETING

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. Stoyan Marinov, PhD)

SYLLABUS

SUBJECT: MASTER THESIS

DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER`S DEGREE

YEAR OF STUDY: 6; SEMESTER: 11-12

TOTAL STUDENT WORKLOAD: 150 hours; incl. curricular 60 hours

CREDITS: 5

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	60 0	4 0
EXTRACURRICULAR	90	-

Prepared by:

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Head of department
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(Assoc. prof. Vladimir Zhechev, PhD)

I. ANNOTATION

The Master thesis course covers essential theoretical and methodological guidance for professional structuring and developing a master thesis project. A range of fundamental practical and applied aspects of developing research and/or enterprising work as part of the interdisciplinary approach to education in the “Intercultural Business” program is incorporated into the thematic content. In other words, within the framework of the course, students will explore different ways of finding and processing information, defining the scope and the limitations of a project and conducting research, as well as different ways of communicating the results. The Master thesis course covers the full range of stages inherent to research starting with defining a topic and formulating a problem statement and followed by selecting and critically reviewing relevant literature, designing a methodology framework for an empirical study as well as conducting it, including data collection and empirical data analysis by implementing relevant statistical instruments, as well as formulating conclusions and recommendations.

Upon completion of the course, students should be able to work independently with sources of academic literature, arrange and critically analyze various author productions and be competent to apply them in a particular context.

Within the framework of the course, the following key competencies are applied and developed, as recommended by the Council of the European Union of 22 May 2018, namely:

- language literacy - group 1*
- digital competence - group 4*
- personal competence, social competences and competence for acquiring learning skills - group*

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II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. RELEVANCE AND PRACTICAL IMPLICATIONS OF THE MASTER THESIS RESEARCH TOPIC		5		
1.1.	Market analysis. Market insights.			
1.2.	Specifics in the problem statement formulation process			
1.3.	Conceptual framework of the research topic			
1.4.	Practical implications of the research topic			
Theme 2. CONCEPTUAL FRAMEWORK OF THE RESEARCH TOPIC		5		
2.1.	What is a conceptual model?			
2.2.	Conceptual model design			
Theme 3. LITERATURE RESEARCH AND BIBLIOGRAPHY DESIGN		5		
3.1.	Finding relevant information: Working with electronic full-text databases			
3.2.	Reading scientific literature: reading methods and critical thinking			
3.3.	Citing, referencing and a bibliography design - guidelines			
Theme 4. LITERATURE REVIEW ON THE RESEARCH TOPIC		4		
4.1.	Designing the literature review			
4.2.	Retrospective (flashback) literature review			
4.3.	Arguments, counter-arguments and discussion			
Theme 5. SETTING THE RESEARCH METHODOLOGY FRAMEWORK		5		
5.1.	Designing a conceptual model			
5.2.	Designing a research methodology framework			

Theme 6. METHODS OF INFORMATION COLLECTION		6		
6.1.	Qualitative methods			
6.2.	Quantitative methods			
Theme 7. SAMPLING AND SAMPLING DISTRIBUTIONS IN BUSINESS		4		
7.1.	Non-probability and probability sampling			
7.2.	Simple random samples			
7.3.	Sampling distribution of the sample mean			
Theme 8. INTERVAL ESTIMATION IN BUSINESS		4		
8.1.	Confidence interval for a population mean - use of the normal and the t-distribution			
8.2.	Determination and interpretation of the margin of error			
Theme 9. HYPOTHESIS TESTING IN BUSINESS		6		
9.1.	Introduction to hypothesis testing			
9.2.	One and two-tailed tests of significance			
9.3.	Type I and Type II errors			
9.4.	Hypothesis testing for a population mean - use of the normal and the t-distribution			
9.5.	Use and interpretation of p-values			
9.6.	Relationship between interval estimation and hypothesis testing			
Theme 10. STATISTICAL INFERENCE CONCERNING TWO POPULATIONS IN BUSINESS		4		
10.1.	Inference concerning the difference between two means			
10.2.	Inference concerning mean differences			
Theme 11. ADVANCED INFERENCE IN BUSINESS		4		
11.1.	Analysis of variance: one-way ANOVA			
11.2.	Chi-squared test of independence			
Theme 12. FORMULATING CONCLUSIONS AND RECOMMENDATIONS		4		
12.1.	Summarizing the research results			
12.2.	Recommendations and prospects for future research			
Theme 13. LAYOUT AND PRESENTATION OF THE MASTER THESIS RESEARCH PROJECT		4		
13.1.	Layout preparation			
13.2.	Presentation. Developing soft skills.			
		Total:	60	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	SPSS or Excel assignments	3	35
1.2.	Conceptual framework of the study	1	15
1.3.	Literature review	1	25
1.4.	Conceptual model and methodology	1	25
	Total midterm control:	6	100
2.	Final term control		
2.1.	Examination (test)	1	50
	Total final term control:	1	50
	Total for all types of control:	7	150

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Anderson, D., Sweeney, D., Williams, T., Camm, J., Cochran, J. (2017). Statistics for Business and Economics, 13th edition, Publisher: CENGAGE Learning.
2. Dawson, C. (2002). Practical research methods: a user-friendly guide to mastering research techniques and projects. How To Books Ltd.
3. Ken Black, W. (2014). Business Statistics for Contemporary Decision Making, 8th edition, Publisher: Wiley Plus.
4. Lee, N., Peters, M. (2016). Business Statistics Using EXCEL and SPSS. Los Angeles: SAGE Publisher. (Varna University of Economics Library)
5. Lind, D. A, Marchal, W., Wathen, S. (2006). Basic Statistics for Business & Economics. Boston: McGraw-Hill/Irwin.
6. Mann, P. S. (2013). Introductory Statistics. 8th edition, Singapore: John Wiley & Sons Ltd. (Varna University of Economics Library)
7. Newbold, P., Carlson, W., Thorne, B. (2013). Statistics for business and economics. 8th edition, Pearson.
8. Sahlman, W. A. (2008). How to write a great business plan. Harvard Business Press.
9. Sanjiv, J., Kelly, A. (2016). Business Statistics – Communicating with Numbers, 2nd edition, McGraw-Hill Publishers
10. Siegel, A. F. (2012). Practical Business Statistics. Boston: Elsevier.
11. Thomas, G. (2017). How to do your research project: A guide for students. Sage.
12. Weiss, N. A. (2014). Introductory Statistics. 9th edition, Edinburgh: Pearson. (Varna University of Economics Library)

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Bailey, S. (2011). Academic Writing, A handbook for international students. Available online: [https://www.kau.edu.sa/files/0013287/subject/academic-writing-handbook-international-students-3rd-ed%20\(2\).pdf](https://www.kau.edu.sa/files/0013287/subject/academic-writing-handbook-international-students-3rd-ed%20(2).pdf)
2. Hollensen, S. (2007). Global marketing: A decision-oriented approach. Pearson education.
3. Utrecht University. (2015). A guide for scientific writing. Bachelor Earth Science, April, students.uu.nl>site>default>files.