

UNIVERSITY OF ECONOMICS – VARNA
MASTER DEGREE CENTER
DEPARTMENT OF MARKETING

Adopted by the FC (record №/ date):
Adopted by the DC (record №/ date): №8/28.02.2020

ACCEPTED BY:
Dean:
(Assoc. Prof. H. Blagoycheva, PhD)

SYLLABUS

SUBJECT: “DISSERTATION SEMINAR”

DEGREE PROGRAMME: “International Business and Management”; MASTER’S DEGREE

YEAR OF STUDY: 6; SEMESTER: 12;

TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 45 hours

CREDITS: 8

DISTRIBUTION OF 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	30 15	2 1
EXTRACURRICULAR	195	-

Prepared by:

1.
(Assoc. Prof. Bistra Vassileva, PhD)

2.
(Chief Assist. Prof. A. Shviarov, PhD)

Head of department:
of Marketing (Prof. Evgeni Stanimirov, PhD)

I. ANNOTATION

The dissertation seminar aims to prepare the students for a successful development and defence of their master's thesis. Its goal is to develop their competences to:

- Formulate a research problem at a master's degree level;
- Understand, compare and choose the most adequate theoretical basis for approaching a research problem;
- Critically review the ideas of authors, who have written on the same and relevant issues;
- Select a proper methodology and apply it to collect primary and/or secondary data;
- Select the most adequate research method and after applying it, compare their own results with others, relevant to the research problem;
- Present the results in different technical formats like tables, graphs, figures in a clear and comprehensive way;
- Draw logical conclusions from the theoretical and the practical aspects of the problem and be able to give some recommendations referring the observation, policy or regulation of the chosen research problem.

II. THEMATIC CONTENT

No.	TITLE OF UNITS AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1. Goals and features of student research		4	2	
1.1.	Requirements for writing a master's thesis			
1.2.	Choice of topic			
1.3.	Form hypothesis to working thesis			
1.4.	The relationship "student – supervisor"			
2. Conducting an initial research		4	2	
2.1.	Types of sources: primary, secondary and tertiary			
2.2.	Using sources: library and internet resources			
2.3.	Evaluating sources' usefulness and credibility			
2.4.	Reading and interpreting sources			
3. Design and structure of the thesis		3	2	
3.1.	Approaches to structuring the thesis			
3.2.	Literature review			
3.3.	Empirical study and analysis			
4. Citing and referencing		3	2	
4.1.	Evaluating sources			
4.2.	Plagiarism			
4.3.	Techniques for integrating sources into the thesis			
4.4.	Citing and organising references. Harvard style			
5. Introduction to Research Methods		4	2	
5.1.	The nature and scope of research methods			
5.2.	Research process.			
5.3.	Preliminary stages of research process.			
6. Exploratory Research Design		4	2	
6.1.	Classification and differences between research designs.			
6.2.	In-depth interviews and focus group interviews.			
6.3.	Projective techniques and observation.			

7. Descriptive Research Design		4	2	
7.1.	Survey methods.			
7.2.	Measurement and scaling. Scale development.			
7.3.	Questionnaire design. Sampling: basic constructs. Sampling techniques. Sample size.			
8. Data Collection and Basic Data Analysis		4	1	
8.1.	Survey fieldwork and data collection.			
8.2.	Nonsampling error and nonresponse error in marketing research.			
8.3.	Nature and scope of data preparation.			
Total:		30	15	

III. FORMS OF CONTROL:

No.	TYPE AND FORM OF CONTROL	Number	Extra-curricular, hours
1.	Midterm control		
1.1.	Literature review	1	95
1.2.	Paper	1	100
	Total midterm control:	2	195
2.	Final term control		
2.1.	Ongoing Assessment		
	Total final term control:		
	Total for all types of control:	2	195

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Davies, Martin, and Nathan Hughes. *Doing a Successful Research Project: Using Qualitative or Quantitative Methods*. 2nd ed. Basingstoke: Palgrave Macmillan, 2014.
2. Murray, Rowena. *How to Write a Thesis*. 3rd ed. Maidenhead: Open University Press, 2011.
3. Neuman, William Lawrence. 2011. *Social Research Methods: Qualitative and Quantitative Approaches*, 7th Edition. Boston: Pearson.
4. Saunders, M. N. K., Lewis, P. & Thornhill, A. 2016. *Research Methods for Business Students*, 7th Edition. Harlow, England: Pearson.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Eco, Umberto. *How to Write a Thesis*. Cambridge, Mass.: MIT Press, 2015.
2. Lunsford, Andrea A. *The St. Martin's Handbook*. 8th ed. New York: St Martin's, 2017.
3. Mendeley. *How to Cite Sources in Harvard Citation Format*. 2020. <https://www.mendeley.com/guides/harvard-citation-guide>.