JÖNKÖPING UNIVERSITY
Jönköping International Business School

COURSE SYLLABUS

Bachelor Thesis in Business Administration, 15 credits

Bachelor Thesis in Business Administration, 15 högskolepoäng

Course Code:	JBTP17	Education Cycle:	First-cycle level
Confirmed:	Nov 04, 2026	Disciplinary domain:	Social sciences
Valid From:	Jan 18, 2027	Subject group:	Business Administration
		Specialised in:	G2E First cycle, has at least 60 credits in first-cycle course/s as entry requirements, contains degree project for Bachelor of Arts/Bachelor of Science
		Main field of study:	Business Administration

Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

Knowledge and Understanding

1.1 Explain central theories, frameworks, and concepts from business administration and/or economics and apply these to clearly defined problems or cases.

Skills and Abilities

2.1 Identify and formulate researchable questions, and plan tasks to investigate these questions within given time frames.

2.3 Collect, interpret, and critically evaluate empirical material to support sound conclusions and recommendations.

3.1 Communicate arguments, analyses, and results clearly and coherently in writing, using appropriate academic standards.

3.2 Deliver clear and effective oral presentations, adapting to diverse audiences, and engaging in constructive dialogue.

Judgement and Approach

4.2 Reflect on the individual, societal, and organisational consequences of business and/or policy practices, and recognise related professional and ethical responsibilities.

Content

The bachelor thesis is the culmination of your studies in business administration and the place where you show what you can do with what you have learned. You choose a question that interests you, whether it comes from a company, a market, a policy debate or the research literature, and investigate it independently and systematically.

Under the guidance of a tutor, you will learn to formulate a researchable question, position it in the relevant literature and plan the work needed to answer it within a fixed time frame. You will apply central theories, frameworks and concepts from business administration to your problem, choose and justify a research design, and collect, analyse and critically evaluate empirical material, for example through case studies, interviews, surveys, experiments or the analysis of large secondary datasets. You will also reflect on the consequences of the practices you study for organisations and for society. Along the way you will work with the practical tools of research, such as literature databases, reference management and software for qualitative or quantitative analysis, and you will learn to use digital and AI tools in a way you can account for.

The course also trains you to communicate research. You will write a coherent academic text that meets the standards for argument, structure and referencing. You will also present and discuss your work orally, first at the tutoring seminars where you share your work in progress with your tutor and fellow students, and finally at the viva, where the grader and your tutor question you on the thesis.

On completion of the course you will have carried out a research project from developing the question to its conclusion. Framing a problem precisely, finding and weighing evidence, managing a project to a deadline and presenting results clearly are skills that employers and master's programmes expect, and the thesis is where you demonstrate them.

Connection to Research

The thesis is a piece of research training. You formulate a researchable question, design and carry out a study, and relate your findings to the research literature in business administration. Supervision is provided by research-active faculty, and the viva is conducted as an academic examination. You can choose to write your thesis on a topic connected to research at JIBS, including the school's focus areas of entrepreneurship, renewal and ownership.

Connection to Practice

Most theses address a problem drawn from an organisation or a market, and many are carried out in cooperation with a company or a public body. Where you work with an external partner, you also learn to balance the partner's expectations with the requirements of academic work. Your thesis is expected to conclude with implications for practice.

Connection to Ethics, Responsibility, Sustainability (ERS)

You are expected to apply the principles of research ethics throughout the thesis work, including in the treatment of respondents and data. As part of the thesis, you will need to reflect on and declare the use and influence of AI in the thesis work. The societal and ethical implications of the thesis topic form part of the assessment.

Type of Instruction

The course is taught through seminar-based tutoring and personal coaching on campus. The thesis is written in groups of two or three students. You work independently, supported by your tutor through the tutoring seminars at which you present your work in progress. Attendance at the tutoring seminars and at the viva is compulsory.

Language of instruction is English.

Entry Requirements

60 credits in Business Administration including 7.5 credits at G2F level within the field of the thesis and 7,5 credits in Research Methods (or the equivalent).

Examination and Grades

The course is graded A, B, C, D, E, FX or F.

The ILOs are assessed through the following examination forms:

Thesis project (ILOs: 1.1, 2.1, 2.3, 3.1, 3.2, 4.2), representing 10.5 credits.

The written thesis and a closed viva, in which the grader and the tutor question the students on the thesis. The thesis and the viva are assessed by the grader and the tutor. A pass on the thesis and the viva is required for a pass on the thesis project. This represents 70% of the total course grade. The thesis project is individually graded.

Thesis process (ILOs: 2.1, 3.2, 4.2), representing 4.5 credits.

Interaction with the tutor and active participation in the tutoring seminars during the thesis writing process, assessed by the tutor against a rubric. This represents 30% of the total course grade. The process is individually graded.

All parts of the compulsory examination in the course must receive a passing grade before a course grade can be set. The course grade is set by the course examiner. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Thesis project	10.5 credits	A/B/C/D/E/FX/F
Thesis process	4.5 credits	A/B/C/D/E/FX/F

Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other

students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

Selected individually based on the thesis topic. The selection will be based on a discussion between students and tutors in relation to the chosen thesis topic.