



MARKETING DEPARTMENT

Requirements for developing a diploma project proposal to be submitted together with the application for diploma project for Bachelor degree students of the International Business programme

The proposal should include

1. Clearly stated topic
2. Name of the selected company / business sector
3. Research rationale - novelty vs well researched field, previous student projects, personal interests in the particular field(s), etc.
4. Topicality and novelty of the selected topic
5. Practicality - what contemporary business and social challenges can the diploma project potentially solve (help solving)

Note:

Recommended number of pages: 3

To be attached to the application form for diploma project and desired academic supervisor