Course Description 2018/2019

End of Master Project

Master in Business Administration (MBA)

On-Campus Learning

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End of Master Project

Module: **Practical**

Subject: **End of Master Project**

Type: **Practical**

ECTS Credits: **9**

Semester: **Second**

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Office hours (students): **Tuesdays, 11:30 - 12:30**

Module coordinator: **Mª Mercedes Carmona**

Brief Description

The Final Project is aresearch reportabout one of this master's subjects, which allows applyingthe skills acquiredinthe MBA curriculum.

Prerequisites

To study this course adequately, it is necessary for the student to have gained the knowledge assigned to the mandatory common module and to the subject chosen from the specialization module.

Goals

1. Applying knowledge acquired in MBA classes.
2. Searching for specialized information from adequate sources, summarise it and analyse it.
3. Knowing and applying the scientific method and/or business method while elaborating the FMT
4. Communicating the most relevant aspects of the FMT effectively as well-structured and organised.

Skills and learning results

Transversal skills

T1: Ability to analyse and synthesise.

T2: Ability to organise and plan.

T3: Computer skills related to the field of study.

T4: Decision-making.

T6: Work in an international context.

T7: Interpersonal skills.

T8: Critical thinking.

T9: Business ethics.

T10: Autonomous learning.

T11: Adaptation to new situations.

T12: Creativity.

T13: Leadership.

T14: Concern for quality.

T15: Ability to reflect.

MCER5: Understanding the main points from clear texts written in standard language if they deal with familiar issues, whether from working, studying or relaxing situations.

MCER7: Producing simple and coherent texts dealing with familiar topics or bringing about a personal interest.

MCER8: Being able to describe experiences, events, wishes and aspirations as well as briefly justifying your opinions or to explain your plans.

MECES1: For the students to learn how to apply new knowledge and their problem solving ability in new or unknown environments within larger (or multidisciplinary) contexts related to their field of study.

MECES2: For the students to gain the ability to integrate knowledge and face the complexity of making a judgement that, being based on incomplete or limited information, still corresponds to a reflection of social and ethical responsibilities related to the application of their knowledge and opinions.

MECES3: For the students to know how to communicate their conclusions (as well as the knowledge and the underlying arguments that support them) to specialised and unspecialised audiences in a clear and unambiguous manner.

MECES4: For the students to possess the learning abilities that enable them to keep studying in an autonomous and self-directed way.

Specific skills

E2: Going in-depth on the company's business management and different management areas.

E34. Being able to reflect the results of the learning associated to the syllabus in the Final Master's Project.

E35. Communicating the most important aspects of the Final Master's Project in a productive, structured and ordered way.

Learning results

LR: Understanding, thinking and synthesising contents of the socio-economic and legal framework.

LR: Managing and organising accounting and financial information gained during the learning process.

LR: Knowing and using the possibilities that information technology offers to your field of study regarding its different applications.

LR: Decision making, in a comprehensive and critical manner, between different options.

LR: Developing your own professional work in a global environment.

LR: Gaining and put into practice social and communication skills that enhance interaction.

LR: Expressing opinions in a critical manner and in various situations.

LR: Recognising and defending each individual's fundamental rights.

LR: Managing your learning process in a proactive way.

LR: Behaviour adjustments regarding changes and demands that bring forward new situations.

LR: Planning and developing innovative actions whether in the field of knowledge or in everyday life.

LR: Gaining the required abilities and skills to bear responsibilities related to group management and organisation.

LR: Valuing the importance of correct fulfilment of your work.

LR: Thinking in a reasonable and critical manner about issues related to the field of study.

LR: Analysing and synthesising the key questions of a text related to everyday life or the field of study.

LR: Writing about personal and professional issues.

LR: Being able to communicate, both orally and written, situations that include reflected opinions, affective dimension and purposes.

LR: Being able, with the acquired knowledge, to manage changes in a new environment within a multidisciplinary context.

LR: Applying the acquired knowledge to the exercise of professional activity and to the solving of complex problems.

LR: Taking a stance on a specific matter and being able to use pedagogically a knowledge related to the field of study in order to convey your point of view.

LR: Planning and developing training initiatives that enable access to more specific professional and/or scientific knowledge within the field of study.

LR: Identifying and explaining the different theories of the companies of today.

LR: Identifying the problems of the different management areas and finding solutions.

LR: Applying the knowledge gained for the making of the Final Master's Project.

LR: Presenting the most relevant aspects of the Final Master's Project with the proper tools.

LR: Presenting a strong public defence for the Final Master's Project.

Methodology

Methodology	Hours	In-class studying hours	Off-class studying hours
Tutoring	10	11 hours (5%)	
Defence in public sesion	1		
Development and redaction of the Project	205		214 hours (95%)
Preparation of public defence	10		
TOTAL	**225**	**11**	**214**

Syllabus

The End of Master Project is a written document on a particular aspect of business reality that is studied from a scientific and professional viewpoint, so it offers students the opportunity to review and apply the knowledge and skills acquired in the course.

The theme of the End of Master Project could be:

- Selected by the student from the list published by the FMT Committee.

- Proposed individually by the student, keeping their preferences in mind.

In either case, the End of Master Project can be directed by one of the following situations:

- Identification of a problem in the context of a specific situation within a business, and issuing areport with proposed solutions.

- Study of a general aspect that affects an entire economic sector or business group, and thedevelopment of a combination of recommendations and conclusions.

- Development of an innovative perspective and its application on a business or sector, while critically analysing its implantation from all possible viewpoints.

- Elaboration of a creation of a new business plan.

- Study of a theme linked to any of the skills sets associated with their degree, going into detailabout the precedents and contemporary state of the theme, perhaps accompanied by empiricalapplication or quantification of the matter.

Relation to other subjects

The End of Master Project is closely related to all subjects of the Master in Business Administration (MBA).

Evaluation system

September Convocation:

The assessment of the End of Master Project will be performed by an evaluating panel, keeping in mind the following criteria:

- Public defence of the FMT in front of the panel (25%).

- Scientific and methodological rigour, relevance and originality of the paper (35%).

- Conformation that all the requisites of the FMT have been met (30%).

- Formal aspects in the writing style (10%).

November Convocation:

Same criteria as the previous convocation.

References

Basic references

- Azar, G., Silar, M. (2006). Metodología de la investigación y técnicas para la elaboración de tesis. Madrid: Hispania Libros.

- Ballard, B.(1995) Cómo se hace un trabajo académico. Zaragoza: Prensas Universitarias de Zaragoza.

- Clanchy, J. (2000) Cómo se hace un trabajo académico: guía práctica para estudiantes universitarios. Zaragoza: Prensas Universitarias de Zaragoza

- Eco, U. (2010). Como se hace una tesis. Madrid: Editorial Gedisa.

- Medina Rivilla, A., Castillo Arredondo, S. (2003). Metodología para la realización de proyectos de investigación y tesis doctorales. Madrid: Universitas.

- Pantoja Vallejo, A. (2009). Manual básico para la realización de tesinas, tesis y trabajos de investigación. Madrid: Eos.

Complementary references

- Biagi Marta, C. (2010). Investigación Científica. Guía práctica para desarrollar proyectos y tesis. Paraná, Brasil: Jurua.

- Colas Bravo, M., Buendía Eisman, L., Hernández Pina, F. (2009). Competencias científicas para la realización de una tesis doctoral. A Coruña: Davinci.

- Phillips Estelle, M., Pugh, D. (2008). La tesis doctoral. Barcelona: Bresca-Profit.

- Rivera Camino, J., Gómez Mejía, L. (2011). Cómo escribir y publicar una tesis doctoral. Madrid: Esic.

- Soriano, R. (2008). Cómo se escribe una tesis doctoral. Madrid: Berenice.

Related Webs

- http://www.bbtk.ull.es/view/institucional/bbtk/Como_elaborar_un_trabajo_1/es

- http://www.uv.es/bibsoc/GM/dosieres/como.html

- http://www.buc.unican.es/Servicios/formacion/CITAR/PAG0.htm

Recommendations for the study

Students are encouraged to participate in the activities of the subject, as well as frequent use of the resources of the Virtual Campus Library of UCAM.

Teaching materials

A PC with Internet connection and office software programs (word processor, spreadsheet, presentation, etc.) for personal studies is necessary. It is also recommended for students to use storage devices (such as memory sticks, CDs or DVDs) to speed up the exchange and storage of Power Point presentations, exercises, case studies, etc., data.