



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

Year : 2019/20

15316 - Master's Thesis

Syllabus Information

Academic course: 2019/20

Module: ---

Field: ---

Character: Master Final Project

Nº of credits: 10.0

Time period: 1

Academic Sessions: Second semester

Teaching staff ,student attention timetable, contact information

Subject teacher: **Nina Pallarés Cerdà**

Email: nvpallares@ucam.edu

Student timetable: **Will be contacted by email to set up appointment.**

Teacher, coordinator of module, subject or course: **Nina Pallarés Cerdà**

E-mail: nvpallares@ucam.edu

Brief Description

In this subject the student must complete a professional and original piece of work based on the content that they have studied and that follows the methodical scientific method. It can be focused on one or more of the themes that the student finds the most interesting and feasible to complete according to their activity. For this reason, each student will have the assistance of a tutor who will set guidelines to follow. It involves the completion of an original piece of work by each student which summarizes the acquired training and should reflect the application and development of knowledge and skills related to the specialized course. It should relate, therefore, to what was generally learned in the module and what was specifically learned during the external work placement.

Previous requisites

To have exceeded 100% of the credits for the external work placement.

Objectives

- 1.- To provide the students of the Master's with the ability to apply their acquired knowledge from the course, to solve a problem of a professional scale.
- 2.- To demonstrate the sufficient knowledge and research skills to develop a piece of researched work in the field of sports management in each of the different career opportunities that are currently offered.

Competences and training results

General competencies

G1.- To acquire skills through the teaching-learning process that enable the continuation of training and learning in the field of sports management in order to establish contacts with teachers and professionals, in an independent manner.

G2.- To acquire and consolidate the initiative and entrepreneurship to implement projects related to sports management.

Specific competencies

S31.- To be able to reflect upon the results of learning associated with the Master's study, in the Master's Thesis.

S32.- To communicate in an efficient form, the structure and order of the most relevant aspects of the Master's Thesis.

Results of learning

RL1.- To gain a specific knowledge related to the concepts within the investigation.

RL1.- To translate the acquired knowledge to a piece of scientific work.

RL2.- To acquire the information to manage and position oneself critically in situations which effect social, personal and professional areas.

RL3.- To use expertise from the field of knowledge (from the study) to disseminate the different social and professional fields.

RL4.- To plan and develop training initiatives that ensure access to new knowledge in the field of study.

Metodology

Methodology	Hours	Work hours Face-to-face	Work hours Virtual
Practical classes	5	25 hours (0%)	
Tutorials	15		
Evaluation	5		
Preparation of Master's Thesis Report	200		225 hours (0%)
Preparation of Master's Thesis defense	25		
TOTAL	250	25	225

Contents

Connection with other subjects of the study plan

This course is closely connected to the entirety of the modules and courses developed during the Master program.

Assessment system

Examinations for Ordinary/Retake:

- **Evaluation of Master's Thesis Report** 70% of final grade
- **Evaluation of Master's Thesis Defense** 30% of final grade

Bibliography and Reference Sources

Basic bibliography

- Arthur, D. & Chadwick, S. (2008). *International Cases in the Business of Sport*. Butterworth Heinemann.
- Beech, J. (2004). *The Business of Sport Management*. Pearson Educación.
- Carter, S. (2006). *Enterprise and Small Business Principles, Practice and Policy*. Pearson Educación.

- Clark, T.; Osterwalder, A. & Peigner, Y. (2012). *Business Model You: A One-Page Method For Reinventing Your Career*. Wiley, John & Sons.
- Gray, D.; Brown, S. & Macanuso, J. (2010). *Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers*. O'Reilly Media.
- Kawasaki, G. (2015). *The art of the start 2.0: the time-tested, battle-hardened guide for anyone starting anything*. Penguin books.
- Osterwalder, A. & Peigner, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley, John & Sons.
- Parks, S. (2006). *How to Be an Entrepreneur The Six Secrets of Self Made Success*. Pearson Educación.
- Parks, S. (2006). *Small Business Handbook The Complete Guide to Running and Growing Your Business*. Pearson Educación.

Supplementary Bibliography

- Sibbett, D. (2010). *Visual Meetings: How Graphics, Sticky Notes and Idea Mapping Can Transform Group Productivity*. Wiley, John & Sons.
- Booher, D.D. (2003). *Speak with confidence: powerful presentations that inform, inspire and persuade*. New York: McGraw-Hill.
- Powell, M. (2011). *Dynamic presentations*. Cambridge University Press.

Webs associated

MMSE + MBA - Master in Management of Sports Entities at UCAM <https://www.ucam.edu/estudios/postgrados/entidades-deportivas-semipresencial>

Legislation and regulations <https://www.ucam.edu/estudios/postgrados/entidades-deportivas-semipresencial/mas-informacion/legislacion-y-normativa>

CSS- Culture, Science and Sport. Review of the Department of Physical Activity and Sports Sciences. <http://www.ucam.edu/ccd>

Study Recommendations

Attend the classes and participate actively.

Focus efforts on understanding the content of the subject.

Have in mind the knowledge acquired from other subjects within the module of the foundations of sports management, in order to relate it to the topics covered in the current subject and therefore gain a comprehensive and informed knowledge.

Use the established timetable, the Virtual Campus or email to consult and share any doubts with the teacher.

Consult the recommended bibliography in each subject and not limit oneself to only studying notes taken in class. The presentation slides are a guide to the subject, they are not the notes and it is not the unique content.

Didactic Material

The didactic materials which are going to be used in this subject to facilitate the acquisition of skills are:

- Power Point presentations. The teacher will use a guide (not notes for the subject). The student should elaborate their own notes using all of the didactic materials that are described here.
- Scientific articles, which will be shared on the Virtual Campus and will be related to each of the subjects. Forums will be used to ask questions for reflection and practical application of each of the articles.
- Supporting documents, which will also be shared on the Virtual Campus or can be requested by students who search for them via information and communication technologies.
- Concept maps.

Tutorials

These tutorials have the aim of consolidating knowledge and abilities taught in the classes of the subject,

at the same time will help to solve problems and doubts asked by the students. There will be an assessment and follow up of the different tasks in order to contribute to the understanding of the subject methodology and systems of assessment.

The university also has a Special Team that offer tutorials for the students enrolled in the degree. All students registered in UCAM have a personal tutor from the Special Tutors Team, when they register for the first time in the university; hence the student has this accompaniment during the complete university period.