

## Master's Thesis

Academic Year: ( 2019 / 2020 )

Review date: 15-01-2019

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: RODRIGUEZ MARQUEZ, ALICIA

Type: Master Final Project ECTS Credits : 6.0

Year : 1 Semester : 0

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

The compulsory subjects of the Master

## OBJECTIVES

In this subject, students must develop an individual thesis where they develop and defend the viability of an idea as a business project. They have to show the skills and abilities acquired in the Master's course. Specifically, the competences they acquired are:

- To develop and implement a creative way of thinking to create, develop and implement a business project.
- To elaborate a business plan containing a business concept and translate into a detailed, rigorous , realistic and effective, complete business plan that will allow the implementation of the business project

## DESCRIPTION OF CONTENTS: PROGRAMME

The content of this subject is determined by the elements that should contain the business. These are globally : business idea and strategic plan ; marketing plan; operation plan; financing plan ;human resources plan; organizational structure.

## LEARNING ACTIVITIES AND METHODOLOGY

Classroom activities:

a) Tutorials:

b ) Defense of the business plan :

Personal work

a) Development of the business plan :

b ) Preparation of the presentation and defense of the business plan :

## ASSESSMENT SYSTEM

The course's marking will be based on the individual elaboration, submission and presentation of a business plan. The following aspects will be considered (weighting in brackets).

Originality, potential and viability of the idea (15%)  
Rigour and detail in the collection and analysis of relevant information (15%)  
Application of the contents included in the master's syllabus (advanced contents in management and entrepreneurship)(15%)  
Coherence, development and realism of the business plan (15%)  
Formal considerations (10%)  
Oral presentation (15%)  
Responses to questions formulated by the members of the evaluation committee (15%)

This assessment is applied both in the ordinary and extraordinary call

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