Master's Thesis / Business Plan

Academic Year: (2020 / 2021) **Review date: 02-07-2020**

Department assigned to the subject:

Coordinating teacher: MUÑOZ BULLON, FERNANDO

Type: Master Final Project ECTS Credits : 7.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

All the core courses and all the elective courses that are necessary to comply with the credits established in the curriculum.

OBJECTIVES

COMPETENCIES

-Students must be able to apply the knowledge acquired in the MBA and to solve problems in environments that are new or not well-known, in wide or multidisciplinary contexts.
-Students must be able to integrate knowledge and be able to assess based on incomplete or limited information. Such assessments must take into account ethical and socially responsible aspects.
-Students must be able to communicate their conclusions and the knowledge and reasons on which their conclusions are based. They should be able to communicate to specialist and non-specialist audiences, in a way that is clear and without ambiguities.
-Students must have learning abilities that enable them to increase their knowledge in an autonomous way.
-Students must be able to relate theory and practice so as to apply concepts and solutions to specific organizational contexts.
-Students must be able to provide a diagnosis of potentially complex real problems, putting together knowledge from different courses.
-Students must be able to effectively work in a team.
-Students must be able to collect and analyze information, so as to reach conclusions out of it.

LEARNING OUTCOMES

Students must integrate and apply the knowledge and abilities acquired in the MBA by conducting a business plan exercise in which they have to show their analytical skills, and specifically their ability to compare alternatives and be able to identify the best ones. Students must also be able to communicate their results effectively, both orally and in writing. The assessment will take two aspects into account:
1) The oral defense.
2) The written business plan document.

DESCRIPTION OF CONTENTS: PROGRAMME

The aim of the classes to provide students with knowledge about entrepreneurship and to supervise their business plans. The business plan must comprise the following aspects:

1. Definition of the project
2. Operations plan
3. Investment plan
4. Organizational structure
5. Marketing plan
6. Sales plan

7. Economic and financial analysis

LEARNING ACTIVITIES AND METHODOLOGY

Throughout the year, students must work in teams to identify a business idea and to develop all the aspects of the business plan. This takes place under the supervision of faculty and is supported by theoretical and practical classes. In the final phase of the project, each member of a team has to take more specific responsibility over one of the areas of the business plan and must write the report that describes that part of the plan. Each of these reports must be written in a way that is consistent with the other reports. The process finishes with an oral presentation that is done by teams and in which the evaluation committee can ask questions about any of the areas of the project to any of the members of the team.

LEARNING ACTIVITIES

Theoretical and practical classes (20 hours)
Tutoring (20 hours)
Teamwork (120 hours)
Individual student work (50 hours)

TEACHING METHODOLOGY

Classes im which the professor will explain the main concepts and methods and will provide bibliographic references to complement student learning.
Class discussions and case studies.
Individual and team assignments.

More information about the university's Master´s Theses rules is available here:
http://www.uc3m.es/ss/Satellite?blobcol=urldata&blobheader=application%2Fpdf&blobheadername1=Content-Disposition&blobheadername2=Cache-Control&blobheadervalue1=attachment%3B+filename%3D%22NORMA_TFM_GENERAL.pdf%22&blobheadervalue2=private&blobkey=id&blobtable=MungoBlobs&blobwhere=1371547511386&ssbinary=true

ASSESSMENT SYSTEM

CONTINUOUS EVALUATION (50%)

This grade reflects the performance of the student in his/her work team throughout the academic year, based on the meetings with the advisor and the reports that the team has to present and that are evaluated by the advisor. This grade is given by the advisor based on this information.

FINAL EXAM (50%)

The final exam grade is the grade that the evaluation committee gives to the written document that each student presents, and to the oral group presentation.

The University uses the Turnitin Feedback Studio software within Aula Global to screen the documents submitted by the students. This software compares the originality of the work delivered by each student with millions of electronic resources and detects the parts of the text that coincide with parts of previously existing documents. If the student has correctly quoted the relevant text and has included complete bibliographic references of the documents used as a source, this will not be identified as plagiarism.

BASIC BIBLIOGRAPHY

- Bhide, A. Origin and Evolution of New Businesses, Oxford University Press. , 2000
- Drucker, P. Innovation and Entrepreneurship, Butterworth-Heinneman, 1994
- Hisrich, R.D., Peters, M. y Shepherd, D.A. Entrepreneurship, McGraw-Hill, 2005

- Sahlman, W. How to write a great Business Plan, Harvard Business Review., 1990
- Sahlman, W. et al. The entrepreneurial venture, Harvard Business School Press. , 1999
- Timmons, J. New Venture creation, McGraw Hill-Irwin , 2004