

Master's Thesis

Academic Year: (2021 / 2022)

Review date: 10-06-2021

Department assigned to the subject:

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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