



COMILLAS
UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

**SYLLABUS
ACADEMIC YEAR
2019-2020**

COURSE GENERAL OVERVIEW

Course details	
Title	FINAL PROJECT
Programme	MBA
Year	
Timing	ANNUAL
ECTS	6
Core/elective	core
Department	ICADE Business School
Area	Interdisciplinary

Instructors	
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COURSE DESCRIPTION

Context of the course

The course in the professional context

The Final Project consists of an individual written piece of work with which students can demonstrate they are able to undertake a research project, to organise it, structure it and defend it in a professional and academic way.

Owing to the diversity of experiences the Final Project can take one of three forms:

- a) a business plan or a part of it
- b) a consulting project within any management setting
- c) a research study in any management topic

Course purpose

The Final Project aims at helping students apply all knowledge and skills acquired during the master tuition period.

Students will also develop new skills specifically linked to the elaboration of this research piece of work.

More specifically, working on the Final Project will help students develop their maturity, their synthesis and analysis abilities, their working autonomy, their initiative and creativity, all skills required in their future professional career.

Each student will work together with an academic supervisor that will guide him/her in his/her work.

Students will have to attend some methodology classes that will equip them with the tools required to undertake properly the specific form of project they have chosen.

SKILLS

Skills and abilities to be developed

Generic skills

- CG 1. Analysis and synthesis cognitive abilities applied to the business management world
- CG 2. Information and data management for decision making
- CG 3. Strategic problem solving and decision making
- CG 5. Interpersonal skills: listening, negotiating, persuading, team work and leadership
- CG 6. Ethical commitment and morality in understanding businesses and CSR decision making
- CG 7. Time Management
- CG 8. Critical thinking and debating skills

CG 9. Autonomous learning

CG 10. Initiative, creativity and entrepreneurship

Course specific skills

CE 14. Being able to choose the right framework and methodology and to identify key references and sources of data.

TEACHING METHODOLOGIES

Teaching and learning in the classroom	Skills to be developed
Lectures. They will focus on the research methodology, on frameworks and tools that can be used in each of the 3 different forms that the Final Project can take (business plan, consulting project, academic research study)	All skills specified in Spanish version of the syllabus
Teaching and learning outside the classroom	Skills to be developed
Individual study and reading.	All skills specified above
Writing the final project	All skills specified above
Tutorials	All skills specified above

COURSE EVALUATION AND ASSESSMENT CRITERIA

Course final mark weights:

Work to be assessed	Weight on the final mark
Project proposal (written work)	10%
<p>Final project (written work)</p> <p>Assessment criteria:</p> <ul style="list-style-type: none"> Written work quality based on: work structure, work format, work content (goals, methodology, conclusions/discussions) and writing quality (argumentation, synthesis, analysis and evaluation): <p style="text-align: center;">60% of final mark</p> Social and environmental impact assessment: the work must include a final evaluation on the social and environmental impact of the entrepreneurship venture, consulting project or research study undertaken by the student. The usage of the United Nations' Sustainable Development Goals (https://www.un.org/sustainabledevelopment/) are highly recommended as the evaluation criteria to be used: <p style="text-align: center;">10% of final mark</p> <p>A grade of "5" or more is required in this part to pass the final project</p>	70%
<p>Oral and public defense of the project</p> <p>All students must defend orally and publicly their projects in front of an academic jury. If one student does not defend his/her project, he/she will not pass the Final Project course</p> <p>Assessment criteria: communication (opening and closing, clarity and accuracy of language used, non-verbal communication, visual aids) and contents (agenda and goals, appropriate contents, efficient linkage between parts, accuracy and quality of data used, conclusions and final reflections)</p> <p>A grade of "5" or more is required in this part to pass the final project</p>	20%
Final grade	100%

Students can choose when they want to hand in and defend their projects: they can choose between the end of semester 2 and the end of the academic year.

Students will have one resit chance only in case they choose to hand in and defend their projects at the end of semester 2. In that case, the resit date will be the end of the academic year.

Please note:

Plagiarism is a behaviour that aims at falsifying the academic evaluation/assessment systems¹. It will therefore be considered as a **serious offence** subject to the corresponding penalties (see "Reglamento General de la Universidad").

¹ Universidad Pontificia Comillas, 2014. Reglamento General de la Universidad Pontificia Comillas, art. 168, A), 2, e) [online], 26 de septiembre. Disponible en: <http://www.comillas.edu/Documentos/ReglamentoGeneral.pdf> [acceso: 6 septiembre 2016].

SUMMARY OF STUDENTS' WORKING HOURS			
NON-CONTACT WORKING HOURS			
Individual study and reading.	Writing the final project	Tutorials	Lectures
40 to 45	90	10	5 to 10
ECTS: 6 (145 to 155 working hours)			

REFERENCES AND OTHER BIBLIOGRAPHIC RESOURCES

References

Books

- Bryman, A. and Bell, E. (2015). *Business research methods*. Oxford: Oxford University Press.
- Barringer, B. (2014). *Preparing Effective Business Plans: An Entrepreneurial Approach – 2nd edition*. Harlow: Pearson Education.
- Smith, B. (2012). *Hands-On Consulting: Learning and Applying the Practice of Management Consulting*. Harlow: Pearson Education.

Articles and other bibliographic resources

- CASILLA, T. y MARTÍ, J.M. (2003): "Guía para la creación de empresas"; Escuela de Organización Industrial, EOI.
- Paul Barrow (2002): "Cómo preparar y poner en marcha planes de negocio"; www.Gestión2000.com
- Chip Heath y Dan Heath. "Ideas que pegan".
- Roberts Paul – "Guía de Gestión de Proyectos" – Gestión 2000 – Planeta DeAgostini Profesional y Formación Barcelona, 2008
- Allen F, Myers S, Brealey R. "Principles of Corporate Finance". 8th ed. Boston: McGraw-Hill.
- <http://www.leadersummaries.com/ver-resumen/el-metodo-lean-startup>
- <http://theleanstartup.com/>
- <http://steveblank.com/category/customer-development/>
- <http://javiermegias.com/blog/>
- <http://www.startup-marketing.com/>
- <http://www.emprendedores.es/crear-una-empresa/como-crear-una-empresa>