



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Final Master's Degree Project
Subject code	E000011611
Main program	Official Master's Degree in Business Administration - MBA
Involved programs	Máster Universitario en Administración de Empresas (MBA) [First year] Máster Universitario en Ingeniería Industrial y Máster Universitario en Administración de Empresas [Second year] Máster Universitario en Ingeniería de Telecomunicación y Mást. Univ. en Administración de Empresas [Second year]
Level	Postgrado Oficial Master
Quarter	Semestral
Credits	6,0 ECTS
Type	Prueba Final Máster
Department	Escuela Técnica Superior de Ingeniería (ICAI) Facultad de Derecho
Coordinator	Juan Antonio Gil Serra
Schedule	Appointment by email
Office hours	Appointment by email
Course overview	With the Final Master Dissertation, the student will be able to integrate and apply the knowledge and competences acquired and developed during the program (including both compulsory and optional subjects). It consists in a project, monitored by a designated Director, that could be related to one of these three alternatives: a research project, a consulting project, or a business plan for a new entrepreneurial opportunity

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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Contribution to the professional profile of the degree

The Final Project will be an individual written piece of work. With this work, students can demonstrate that they are able to undertake a project, to organise it, structure it and defend it in a professional and academic way.

This Final Project could consist on one of these three alternatives: an academic research project, a consulting project, or a business plan for a new entrepreneurial opportunity.

With the Final Project, the student will be able to apply the knowledge acquired and the competences developed throughout the Program. In addition, the student should include new competences related specifically to the preparation of the Project. Overall, the student should prove his/her analytical skills and ability to synthesize, as well as initiative and creativity, abilities that will be needed for their future professional activity.

To develop the Project (research, consulting or business plan), the student will work independently, with the support and monitoring of the assigned tutor. In order to be prepared for the development of the Project, the students will attend several methodological sessions; in these sessions, different tools, frameworks, approaches, etc will be discussed so they can be applied in the different types of Final Projects.

Competencies - Objectives

Competences

GENERALES

CG01	Analytic and synthesis cognitive capacities applied to business situations and managing and organisation problems.
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	RA01	Describe, relaciona e interpreta situaciones y planteamientos sencillos.
	RA02	Es capaz de diferenciar la información secundaria de la relevante.
	RA03	Identifica las carencias de información y establece relaciones con elementos externos a la situación planteada.
	RA04	Identifica los supuestos y las limitaciones de teorías, métodos y modelos.
CG02		Management of data and information as key elements for decision-making and for identification, formulation and resolution of business problems.
	RA01	Es capaz de buscar y analizar información procedente de fuentes diversas.
	RA03	Cita adecuadamente dichas fuentes.
	RA04	Incorpora la información a su propio discurso.
	RA05	Contrasta las fuentes, las critica y hace valoraciones propias.
CG03		Problem-solving and decision-making skills at a strategic, tactic and operational level with regard to a business, considering the interrelationship between the different functional and business areas.
	RA01	Identifica y define adecuadamente y proactivamente el problema y sus posibles causas.
	RA02	Plantea posibles soluciones pertinentes y diseña un plan de acción para su aplicación.
	RA03	Reconoce y busca alternativas a las dificultades de aprendizaje teórico y práctico.
CG06		Time management capacity with the purpose of improving personal and team efficiency within business organizations, its environment and its management.
CG07		Critical reasoning and argumentation according with the understanding of knowledge and know-how on business administrations, their external context and their administration and management processes.
	RA01	Planifica su trabajo personal de una manera viable y sistemática.
	RA02	Se organiza eficazmente con respecto a recursos, fases y plazos intermedios.
	RA03	Es capaz de asumir responsabilidades.
	RA04	Establece correctamente las prioridades de trabajo.
CG08		Initiative, creativity and entrepreneurship when applying management techniques and related knowledge to management and development of business organizations.
	RA01	Evalúa críticamente los contenidos con los que elabora su proyecto, ya sean de fuentes ajenas, ya sean de elaboración propia.



	RA02	Es capaz de reunir los contenidos de su proyecto siguiendo un hilo argumental claro, consistente y fundamentado en la crítica.
	RA03	Detecta e identifica incoherencias, carencias importantes y problemas en su propio trabajo, pero también en las lecturas y en los datos que utiliza para su proyecto.
CG09	Knowledge, understanding and handling of tools for diagnosis of the competitive position of a company, and designing and executing the company's strategic plan.	
	RA01	Realiza sus trabajos y su actividad necesitando sólo unas indicaciones iniciales y un seguimiento básico.
	RA02	Busca y encuentra recursos adecuados para sostener sus actuaciones y realizar sus trabajos.
	RA03	Amplía y profundiza en la realización de sus trabajos.
CG10	Capacity for understanding and analysing international economics and international trade in all their financial, social, cultural, political, legal and environmental dimensions as well as their influence when defining, choosing and implementing the company's strategy.	
	RA01	Es capaz de acometer nuevos retos.
	RA02	Elabora su proyecto adoptando enfoques originales.
	RA03	Resuelve los problemas aportando soluciones nuevas y diferentes.
ESPECÍFICAS		
CE14	Being able to select an appropriate theoretical framework and methodological approach and to identify the most relevant literature for a given research to be conducted.	
	RA01	Aplica en un contexto real los conocimientos de naturaleza teórico-práctica adquiridos en las aulas
	RA02	Es capaz de planificar, diseñar, conducir, ejecutar y evaluar todo el proceso de creación científica o, en su caso, de elaboración de un plan completo de empresa.
	RA03	Demostrar un dominio sobre el estado de la cuestión, en el campo de estudio e investigación escogidos.
	RA04	Emplear las habilidades adquiridas y desarrolladas en las diferentes materias del Máster al servicio de la elaboración de un proyecto personal.
	RA06	Conoce las técnicas que permiten el desarrollo de un proyecto de investigación y las diferentes herramientas necesarias para su planteamiento, formulación, desarrollo y seguimiento
	RA07	RA 7. Conoce y aplica una metodología científica, justificando su elección.

THEMATIC BLOCKS AND CONTENTS



The end product for the Final Project will be an individual written document. This work could respond to one of these three potential forms:

- a) an academic **research project** - The goal for the student will be to apply a scientific methodology to a relevant management and business administration topic. In the initial step, the student will analyze the current status / frontier of knowledge (bibliography review) and identify the areas in which that knowledge could be pushed further. Formulated around some key questions, a specific problem will be addressed and answers provided based on logical reasoning and methods.
- b) a **consulting project** within any management setting - The student should develop a solution for a real problem / challenge relevant for a specific organization, institution or company
- c) a **business plan** for a new entrepreneurial opportunity - The student will develop a comprehensive business plan for a new business opportunity, supporting its viability. The objective is to support the potential launch of a new business which can be attractive, viable, and generate wealth for the society.

TEACHING METHODOLOGY

General methodological aspects of the subject

In-class Methodology: Activities

Lectures. They will focus on research methodology, on frameworks and tools that can be used in each of the 3 different forms that the Final Project can take (research study, consulting project, business plan)

CG01, CG09, CE14, CG02, CG08, CG03, CG06, CG10, CG07

Non-Presential Methodology: Activities

Individual study and reading.

Writing the final project

Tutorials

CG10, CG06, CE14, CG07, CG03, CG01, CG09, CG02, CG08

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS

Lectures of an expository nature

10.00

NON-PRESENTIAL HOURS

Individual study and organized reading

Analysis and resolution of cases and exercises, individually or collectively

Academic tutoring

50.00

80.00

10.00

ECTS CREDITS: 6,0 (150,00 hours)



EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Project Proposal (written document)	<p>Project proposal - 10%</p> <p>Written document presenting the objective -and relevance- of the project: topic for the research, goal of the consulting effort, business opportunity to explore in the business plan. The document should also include details on the methodology to follow, the expected outputs, the basic bibliography that will be used, and a top level calendar to organize the project</p>	10
Final written document	<p>Final written document - 70%</p> <p>(a grade of "5" or more is required in this part to pass the final project)</p> <ul style="list-style-type: none">Quality of the written document, based on: work structure, work format, work content (goals, methodology, conclusions/discussions) and writing quality (argumentation, synthesis, analysis and evaluation): <p>60% of final mark</p>	60
	<ul style="list-style-type: none">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>10% of final mark</p>	10
Oral and public defense of the project	<p>Oral and public defence of the project in front of an academic jury - 20%</p> <p>(a grade of "5" or more is required in this part to pass the final project)</p>	20



Ratings

All students must defend their Final Project in front of the academic jury. Failure to do so will result in not passing the Final Project subject.

All students will have two potential dates to hand in and defend their projects: end of semester 2, and end of the academic year.

- For those opting for the first alternative, they will have one resit chance. This resit date will be the end of the academic year..
- For those opting for the second possibility, in the case of failing the Project, they will have no resit option, and the grade fail will be transfer to the official transcripts.

Important Note:

Plagiarism is a behaviour that aims at falsifying the academic evaluation/assessment systems^[1]. It will therefore be considered as a **serious offence** subject to the corresponding penalties (see "Reglamento General de la Universidad").

- Note About using Chat GPT and/or any other IAG in the activities being evaluated: It will be considered a serious misconduct, according to the "Reglamento General de la Universidad, art. 168.2.e". In addition to the consequences stated in this "Reglamento General", the evaluation for the course will be Fail (with a score of 0); and also the prohibition to take the exam for this subject in the following term.

[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].

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

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.