INTRODUCTION
From the end of the first trimester, International Master in Management participants are required to work on a project which allows them to apply and demonstrate their control over concepts, tools and competencies as acquired throughout the programme. The project is a practical and hands-on experience carried out in teams. Within the over-all programme design, the Final Project forms a large and fundamental part of the methodological approach to learning in EADA. It is one of the most important indicators of progress and achievement for the participants and represents 25% of the final grade for the Master Programme.

All Final Projects must be done in teams of between 4-6 people, supported by a tutor, who will follow the development of the project in its different stages. Project teams can be formed of participants from MM1, MM2, MM3 or MJ1. However, all MM projects must be completed in English. This means that if there is at least one project team participant from MM, the project must be completed in English. Additionally, if the team (mixed or not) decide to do an ACC10 project, it will have to be completed in English.

The Final-Project course has been designed to provide the participants with a set of tools (concepts, methodologies, resources, skills) to properly develop a sound business plan. All the necessary information about the Final Project is included in the document called "The Master in Management Final Project" which will be handed out in class.

AIMS
The aim of this course, is to prepare participants for the journey of creating a business plan which has to be VIABLE, COMPLETE, COHERENT and CONVINCING and which can stand both the academic stress-test of EADA, and the market stress-test of the involved entrepreneurs and/or investors.

METHODOLOGY
This course consists of 10 sessions. In these sessions we go through five key topics needed for developing a business plan, i.e. conducting market research, managing projects, doing project finances, writing an executive summary and pitching a business idea.

To properly address these points, participants will have both class-sessions and tutorial-sessions. The course will be delivered by two professors, who will use a mix of methodologies (lectures, business cases, exercises and dynamics).

In the two introductory sessions (1st. and 2nd) we will focus on explaining the final project (objectives, type of projects you may conduct, standards we are searching for, etc.) and we are going to respond to four important questions: What is a business plan?; Why do you need one?; What should be your starting point?; and When writing my business plan....What do you have to take into account? Both sessions are completely orientated to giving you all the relevant kick-off information you need to start writing a successful business project.
In the two Finance sessions (6th and 7th) we will focus on the financial aspects that are usually included in a business plan. The final result will be the Financial Statements forecast for the first years of the business. Beside the projected future final income and cash flows, one of the main calculations from these Financial Statements is the amount of financial resources that are needed in order to implement the new project or business. You will decide and properly justify the ideal capital structure of the company i.e. how much debt and equity to raise and what type of financial resources will be required. Another important point is to calculate the return of the project and the return for the potential investor. It is mandatory to read and prepare the cases before each of the two sessions because we are going to solve them in class. It is recommendable to bring at least one laptop by project team.

EVALUATION
Written document (team): 35%
Tutor’s evaluation (individual): 15%
Final Pitch (team): 35%
Coursework (individual): 15%

For the coursework: Participants will be graded according to attendance and participation in class. For each session missed you will be deducted 0.5%. It is compulsory for all members of the project groups to attend every session.

BIBLIOGRAPHY
• 4- Finanzas para emprendedores : todo lo que necesitas saber para encontrar financiación y convertir tu idea en negocio / Antonio Manzanera Escribano . Barcelona: DEUSTO, 2010


