

MODULES AND SUBJECTS

MÁSTER UNIVERSITARIO EN GESTIÓN EMPRESARIAL
UNIVERSITY MASTER IN MANAGEMENT

MODULE NAME:	FINAL PROJECT (AND PROFESSIONAL PRACTICE)				
SEMESTER	2	TYPE	CORE	ECTS	15
FACULTY	JAUME BONET JAMES HAIGH ANTONY POOLE				

LEARNING GOALS

BASIC SKILLS		TRANSVERSAL SKILLS		GENERAL SKILLS		SPECIFIC SKILLS	
CB 6	X	CT 1		CG 1	X	CE 1	X
CB 7	X	CT 2	X	CG 2	X	CE 2	X
CB 8	X	CT 3		CG 3	X	CE 3	X
CB 9	X	CT 4	X	CG 4	X	CE 4	
CB 10	X	CT 5		CG 5	X	CE 5	X
		CT 6	X	CG 6	X	CE 6	X
		CT 7		CG 7	X	CE 7	X
				CG 8	X	CE 8	X
				CG 9	X	CE 9	X
				CG 10	X	CE 10	X
						CE 11	X
						CE 12	X

OBJECTIVES

From the end of the first trimester, 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. All projects must 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 will be handed out through the Virtual Campus.

LEARNING OBJECTIVES

- Understand and apply the mechanisms of teamwork and communication.
- Understand and apply technical resources to develop projects and business management.
- Strengthens and relates concepts acquired in different subjects.
- Plans and manages the tasks assigned to develop the company plan.
- He behaves in everyday professional situations with commitment and responsibility.
- Solve problems and situations in professional activity with innovative and entrepreneurial attitudes.
- Knows how to carry out a market research project
- Know and apply techniques to manage projects
- Know and understand the role of financial projections
- Is able to write an executive summary and launch a business idea
- Analyse the suitability of different strategic solutions in a wide variety of business circumstances.
- Knows and understands how to apply and integrate concepts, their theoretical foundations, and their problem-solving role in new and imprecise professional environments.
- Knows how to evaluate and select the appropriate conceptual framework and methodology to formulate accurate judgments, based on limited or incomplete information, including, where appropriate, a reflection on the social and ethical responsibilities related to the proposed solution for each case
- Knows and applies assertive techniques, and correctly uses verbal and non-verbal language when facing different audiences.
- Prepare, structure and provide professional presentations, making efficient use of audio-visual media.
- Identify the different roles within the team.
- Obtains the best results from the team, promoting the exchange of knowledge and experience to improve efficiency and achieve greater innovation in results.

CONTENTS

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.

METHODOLOGY

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 oriented to giving you all the relevant kick-off information you need to start writing a successful business project.

In the two Finance sessions 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

The final evaluation will be calculated as follows:

- 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.