

MODULES AND SUBJECTS

MÁSTER UNIVERSITARIO EN GESTIÓN EMPRESARIAL
UNIVERSITY MASTER IN MANAGEMENT

MODULE NAME:	FINAL PROJECT				
SEMESTER	2	TYPE	CORE	ECTS	10
FACULTY	JAUME BONET ANTONY POOLE				

LEARNING GOALS

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

- Analyzes the suitability of different strategic solutions in a wide variety of business circumstances.
- Knows how to apply and integrate their knowledge, their understanding, their theoretical foundation and their problem-solving abilities in new and imprecisely defined professional environments.
- Knows how to evaluate and select the appropriate conceptual framework and the precise methodology to formulate judgments based on incomplete or limited information, including, when necessary and pertinent, a reflection on the social or ethical responsibility linked to the solution proposed in each case;
- Knows and applies assertive techniques, and correctly uses verbal and non-verbal language in front of different audiences.
- Prepare, structure and present professional presentations, efficiently using audiovisual media.
- Identifies the different roles within the team members.
- Gets the best team results by promoting the exchange of knowledge and experience, with the aim of improving efficiency and achieving greater innovation in the results.

CONTENTS

The Master's Thesis will be carried out in an economic sector or professional field of interest to the student. It will consist of the development of a Business Plan which should focus on a problem or issue of direct interest to the company. This may be a topic that has not yet been addressed by the staff or an issue that has already been dealt with, but would be worth revisiting in a project, in order to gain new insights. The objective of this work is to dimension the key decisions, so that the students reach the necessary training and experience for its effective professional deployment. In addition, with the elaboration of this

project the student carries out an in-depth study, since in order to offer a valid and useful project, the studies and applications carried out previously on that subject must be taken into account, as well as ensuring that the work has comparative value and is of practical application in their field of speciality. Objectivity, reliable reports of the facts, the analytical approach and the professional presentation style are very important, so especially this Master's Thesis develops in students the learning skills that allow them to continue their studies in a largely self-directed or autonomous way. Thus, the students, in accordance with the indications of their director, must develop their project in which the various competencies cited among the objectives of the Master (understanding of the field of knowledge, conception and design of a research project original, development of the same and obtaining results and conclusions), and capture these objectives in a totally real business framework. The written report should have a critical and orderly approach.

The Master's Thesis will be carried out in a group, although it will be evaluated individually. To do this, the individual work of the students is fixed by previous work assignments to each of the team members. In accordance with the legislation and the Master's Regulations of the University of Vic, a report will be presented and it will be publicly defended before a court. The oral presentation is also developed with the participation of all and each of the team members.

EVALUATION

The final evaluation will be calculated as follows:

- Written document (team): 75%
- Final Pitch (team): 25%