

1. OVERVIEW

Subject Area	End-of-Degree Project
Degree	Bachelor's Degree in Business Analytics
School/Faculty	Social and Communication Sciences
Ac. Year	Fourth
ECTS	12
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Semester	2nd
Academic Year	2025/26
Coordinating professor	Gema García Rojas

2. INTRODUCTION

Students will deliver an academic project based on original research to showcase all the knowledge they have acquired during their years of study. It will be supervised and coordinated by the professors and/or teachers assigned to mentor individual students.

Students may approach the assignment either individually or in groups (minimum of 2 and maximum of 4 students) provided that the benefit of integrating the different activities covered by every team member is duly explained and accepted by the tutor. As such, the individual involvement of every team member will clearly contribute to the objective pursued by the group assignment. Students with an interest in research may proceed according to the following structure: Introduction, state of the art, theoretical framework, methodology and conclusions.

Acting individually and in person, students will be required to present and defend the project orally and publicly before an academic panel.

They may invite professors from other subject areas or degree courses/faculties of the same university or other universities to attend the presentation.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by the acronym in Spanish):

- CB2: Students will be able to apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB3: Students will develop an ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students will be able to present information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5: Students will develop the learning capacity required to undertake subsequent study with a high degree of autonomy.

Cross-curricular skills (CT, by the acronym in Spanish):

- CT2: Self-confidence: Ability to evaluate their own results, performance and skills with the self-determination necessary to complete tasks and meet any objectives.
- CT3: Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.
- CT5: Ability to put knowledge into practice, using the skills acquired in the classroom to mock situations based on real life experiences that occur in the relevant profession.

Specific skills (CE, by the acronym in Spanish):

- CE01: Ability to recognise and understand the concept of business and entrepreneur and the role they play in a market economy.
- CE02: Ability to gather and interpret information in order to devise and roll out a Strategic Plan: External and internal strategic analysis; development, selection and introduction of corporate and competitive strategies and strategic control mechanisms.
- CE04: Ability to analyse and assess the competitive environment and markets of a business and tackle new challenges on the basis of this analysis.
- CE05: Ability to identify and understand the accounting department of a business, implement various tools at hand to manage the department, and recognise the primary methods it uses to liaise with other departments.
- CE06: Ability to identify and understand the HR department of a business, implement various tools at hand to manage the department, and recognise the primary methods it uses to liaise with other departments.
- CE07: Ability to identify and understand the marketing and sales departments of a business, implement various tools at hand to manage those departments, and recognise the primary methods they use to liaise with other departments.
- CE18: Ability to solve complex problems in situations that require information from different functional departments of the business.
- CE19: Ability to make business decisions based on objective data.

- CE20: Ability to develop a strategy for the purpose of studying business variables and indicators.
- CE21: Ability to segment and select the appropriate target audience in view of the interests of individual business initiatives.
- CE22: Ability to select and apply the most suitable analytical tools in view of the specific situation facing a business
- CE23: Ability to select, configure and analyse metrics related to sources of information according to the field in question (marketing, finance, etc.)
- CE24: Ability to identify information needs, depending on the stated objectives of the task in question.
- CE26: Critical spirit and objectivity to challenge data or assumptions based on previous data.
- CE29: Ability to ask the right questions in relation to the anticipated objective of knowledge, with a view to formulating and adding suitable "queries" to the data storage system.

Learning outcomes (RA, by the acronym in Spanish):

RA1: Systematically carry out an end-of-degree project geared towards decision making in business, with an emphasis placed on factors such as: demand analysis, strategic decision impact study, improvement of the business's KPIs. Students will select and analyse the most suitable information sources for decision-making processes.

RA2: Complete a project that may take the form of an essay, consultancy report or research work, and is supervised by a project mentor.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB2, CB5, CT2, CT3, CT5, CT6, CE02, CE30, CE32	RA1
CB5, CT2, CT5, CE02	RA2

4. CONTENTS

Students will continue to develop their academic training in a real workplace, where they can build on and apply knowledge in an integrated manner, and be exposed to the demands of a professional environment.

They will have the opportunity to complete their internship either in Spain or in any country whose national and international corporations and institutions have entered into a collaboration agreement with Universidad Europea.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

Project-based learning (PBL)

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Learning activity	Number of hours
Independent assignment	270
Tutorials	30
TOTAL	300 h

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

Assessment system	Weighting
End-of-degree project	70%
Public presentation of end-of-degree project	30%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, it will be necessary to obtain a grade of 5 or higher in the company tutor's report and a grade of 4 or higher in the student's final work for these to be averaged with the rest of the activities.

7.2. Extraordinary exam period (resits)

To pass the course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, it will be necessary to obtain a grade of 5 or higher in the company tutor's report and a grade of 4 or higher in the student's final work for these to be averaged with the rest of the activities.

8. TIMELINE

The timeline with delivery dates of assessable activities in the subject area is indicated in this section:

Activities	Date
first submission	January
second submission	March
third submission	May

Este cronograma podrá sufrir modificaciones por razones logísticas de las actividades. Cualquier modificación será notificada al estudiante en tiempo y forma.

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10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI in Spanish) offers support throughout your time at university to help you with your academic achievement. Other cornerstones of our educational policy are the inclusion of students with special educational needs, universal access in all our university campuses and equal opportunities.

This ODI unit offers students:

1. Support and monitoring through counselling and personalised student plans for those who need to improve their academic performance.
2. Curricular adaptations to uphold diversity, with assistance for those students who require specific educational support, leading to equal opportunities without significant changes to methodology or evaluation.
3. We offer students a range of extracurricular educational resources to reinforce skills which will enhance their personal and professional development.
4. Career guidance by giving tools and advice to any students who have doubts about their career or think that they have chosen the wrong degree.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.