

## 1. BASIC INFORMATION

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|-------------------------------|--|
| <b>Course</b>                 | Final Degree Project                           |
| <b>Degree program</b>         | Business Administration                        |
| <b>School</b>                 | Economics, Business and Communication Sciences |
| <b>Year</b>                   | 4º   |
| <b>ECTS</b>                   | 12 ECTS  |
| <b>Credit type</b>            | Basic  |
| <b>Language(s)</b>            | Spanish and English                            |
| <b>Delivery mode</b>          | Face to face and Online                        |
| <b>Semester</b>               | 1º and 2º                                      |
| <b>Academic year</b>          | 2025-26  |
| <b>Coordinating professor</b> | Máximo Cortés                                  |
| <b>Professor</b>              |  |

## 2. PRESENTATION

The main objective of the course is for students to understand how markets work according to the different structures that they may present, as well as the different strategies that companies may adopt depending on the type of competition and demand they face. Final Degree Project is a compulsory subject within the Bachelor's Degree in Business Administration, worth 12 ECTS credits, taken annually.

The subject allows students to develop a final degree project based on an entrepreneurial plan, where methods and tools from the different functional areas of the company are implemented, such as marketing, operations, finance and management in general, which allows students to apply the specific knowledge and skills acquired during the course and during their degree, in a global, multidisciplinary and integrative way.

In this subject, students work specifically on issues related to data analysis, planning, decision-making and communication skills.

In order to facilitate the development of teamwork skills, the Final Degree Project will be carried out in groups of 2-4 people, although there is also the possibility of doing it individually if circumstances make it advisable. Likewise, students with an interest in research may carry it out following the following structure: Introduction, state of the question, theoretical framework, methodology and conclusions.

The public presentation of the work before the examining board will be 100% face-to-face.

### 3. LEARNING OUTCOMES

#### Knowledge

CON1. Define the fundamental concepts about the company, the entrepreneur, and its environment, as well as the main functional areas and problems of the company as an organisation in a market economy.

CON4. Identify mathematical, statistical and econometric concepts and tools that allow a better analysis of economic and business variables and a better understanding of business decisions and problems.

CON5. Identify the stages that make up the process of economic transactions generated by digital content: management and evaluation of the complete process of digital payments and collections, including all the agents involved, as well as elements such as rates and frequency of reports and payments.

CON6. Distinguish the tools available in the area of production management including planning, sales forecasting, inventory management and quality control of the production process.

#### Skills

HAB1. Critically and analytically analyse the concepts and theories related to business management, interpreting economic, fiscal, financial and legislative data in the field of organisations.

HAB2. Solve problems and practical cases using mathematical and data analysis techniques and tools for the resolution of economic problems and the use of basic methods of calculus, algebra and programming that allow a better understanding of the operational functioning of the company and its environment.

HAB3. Apply practical and consultancy actions in different areas of business management that are reflected in the real world of companies.

HAB5. Analyse information to construct and implement a strategic plan: external and internal strategic analysis; formulation, choice and implementation of corporate and competitive strategies and strategic control.

HAB6. Analyse financial markets, their structure, agents and products, as well as apply hedging strategies through the use of derivative products (futures, options, SWAPs, FRAs, exchange insurance).

HAB7. Analyse consumer behaviour: assess and predict behaviour and trends in the different audiences into which consumers are classified in relation to a given product or service, both geographically and culturally or in terms of population segments.

HAB8. Solving accounting problems and understanding the criteria for valuing assets and liabilities, as well as analyzing and interpreting the recording and valuation rules of the Spanish General Accounting Plan and the International Financial Reporting Standards.

- Practically and systematically carry out an end-of-degree project focusing on decision making related to the processes of entrepreneurship, finance, marketing and management.
- Apply the specific knowledge and skills acquired during the course in a global, multidisciplinary and integrative way.
- Design a project in the form of an essay, consultancy work, research work, under the supervision of a project tutor.

#### Competences

COMP01. Define, apply and explain the general management process and identify its different phases: planning, organisation, management and control.

COMP02. Analyse and evaluate the competitive environment of the company, paying special attention to the market and integrating this analysis when undertaking new challenges.

COMP03. Identify and understand the areas of accounting, human resources, marketing, sales, and production in the company, applying the different tools available for their management.

COMP04. Analyse, integrate and evaluate information from the legal, socio-cultural and economic environment, necessary for decision-making.

COMP05. Value and apply ethical principles and social responsibility in the company and in business, paying particular attention to environmental management and respect for human rights, oriented towards compliance with current legislation and as a source of opportunities for the reinforcement of the company's image and production process.

COMP06. Communicate and negotiate in the professional field of business administration, and in the identification and implementation of processes, systems and/or certifications that guarantee the quality of service and product.

COMP07. Select the best alternative for financial and tax planning, as well as the available management tools, to be applied in the markets and companies in which the activity is carried out. COMP08. Recognize technological and innovation strategies, as well as technological analysis tools and the technological capabilities of the company as a means of growth, development and improvement of its competitiveness.

COMP09. Integrate the different company budgets and relate them to standard technical and economic costs and analyze deviations, interpreting the information provided by the financial statements of a company.

COMP10. Develop, describe and apply the parts that make up a business plan in entrepreneurial processes, the sources of financing available for start-ups, and the different tools available to the entrepreneur: business canvas, pitch elevator, etc.; in the different phases of the life cycle of the entrepreneurial process. COMP11. Develop consultancy and research work based on experiential learning and with a focus on decision-making related to entrepreneurial processes, applying the specific knowledge and skills acquired in a global, multidisciplinary and integrative way.

## 4. CONTENT

Part 1. Approach and structure of the Final Degree Project.

Regulations, structure, definition and start of the project, market analysis.

Part 2. Operational development of the project.

1.-Presentation of the project.

2.-The company's activity. Its product or services.

3.-Identification and analysis of the market.

4.-Marketing and commercialization.

5.-Operations plan.

6.-Location.

7.-Organization and Human Resources.

8.-Financing and economic-financial analysis.

9.-Formal and legal aspects of the project.

10.-Corporate image.

11.-Expansion plan.

Part 3. Final presentation of the Final Degree Project.

Conclusions of the project. Bibliography and sources of information. Written and printed presentation of the project. Presentation and defence of the FDP.

## 5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master classes / Virtual seminars.
- Case method.
- Cooperative learning.
- Problem-based learning.
- Problem-based projects.

## 6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

**Campus-based mode:**

| Learning activity             | Number of hours |
|-------------------------------|-----------------|
| Master classes                | 40 h            |
| Individual work               | 80 h            |
| Oral presentations            | 10 h            |
| Case Studys / Problem solving | 100 h           |
| Tutorials                     | 70 h            |
| <b>TOTAL</b>                  | <b>300 h</b>    |

## 7. ASSESSMENT

The following is a list of the assessment systems, as well as their weight in the total grade for the subject: The table below shows the activities that can be assessed, the assessment criteria for each one of them, as well as their weight in the total grade for the subject (tutor's grade, 10%), together with the final assessment of the written and oral presentation of the FPD (examining board's grade, 90%).

| Assessment system             | Weight |
|-------------------------------|--------|
| Submissions and tutor's grade | 10%    |
| Project: written document     | 60%    |
| Oral presentation and defence | 30%    |

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

### 7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

### 7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

## 8. CRONOGRAMA

En este apartado se indica el cronograma con fechas de entrega de actividades evaluables de la asignatura:

| Trimestre | Learning unit    | Activities |   |
|-----------|------------------|------------|---|
|           |                  |            | Work  |
| 1         | UA 1<br>(4 ECTS) |            | 1º Submission of the project  |
| 2         | UA 2<br>(4 ECTS) |            | 2º Submission of the project: operational development of the project. |
| 3         | UA 3<br>(4 ECTS) |            | Provisional version of FDP.<br>Final version and oral presentation.   |

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

## 9. BIBLIOGRAPHY

The recommended Bibliography is:

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- SAINZ DE VICUÑA, J.M. (2015). *Plan de marketing en la práctica*. Editorial ESIC, Madrid.

- SANTESMASES, M. (2012). Marketing: Conceptos y estrategias, Editorial Pirámide, Madrid.
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- WESTWOOD, J. Y GANZINELLI C. (2017). Preparar un plan de marketing. Editorial Profit, Madrid.

#### **Bibliografía complementaria:**

##### Fuentes digitales:

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## **10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT**

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.

4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

[orientacioneducativa@universidadeuropea.es](mailto:orientacioneducativa@universidadeuropea.es)

## **11. ONLINE SURVEYS**

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.