

## 1. BASIC INFORMATION

Course	Final Degree Project
Degree program	Business Global Bachelor Degree In Management And Business Administration
School	Social Sciences
Year	Fourth
ECTS	12 ECTS
Credit type	Compulsory
Language(s)	English
Delivery mode	On Site
Semester	First And Second Semester
Academic year	2024 – 2025
Coordinating professor	Nuria Alabau Tejada
Professor	Ramón Ignacio Utrillas Esteban, Olga Broto Ruiz, Ismael Abel Vallés, Leticia Poole Derqui, Roberto Gómez Calvet, Canan Ceylan, Enrique Fatás Juberías, Albert Budica, Nadia Ahmadouche, Alicia Rabadán, Bruno Broseta Dupré, Cristina Velilla

## 2. PRESENTATION

Official university degree courses conclude with the preparation and defense of the Final Degree Project (FDP), which is why this subject is compulsory.

The FDP consists of carrying out an original academic project (your own), of an individual or group nature (2-4 students), in which the student applies the knowledge, skills and competences acquired during your studies to a specific problem in the field of Business Administration and Management. This constitutes a subject that is defined as a project of global integration of the knowledge acquired during the Bachelor's Degree in Business Administration and Management. This work must demonstrate mastery in writing language, correct interpretation, the correct structure of a FDP (APA 7 style format) and application of business theory, as well as the ability to carry out analysis and innovative proposals in the form of a Business Plan or Research Plan. The FDP will be presented and defended orally and publicly before a university tribunal. Lecturers from other areas, degrees and schools of the same University, or from other Universities, may be invited.

## 3. LEARNING OUTCOMES

### LEARNING OUTCOMES OF THE DEGREE

#### Competences

CPT01. Create new ideas and concepts from known ideas and concepts, reaching conclusions or solving problems, challenges and situations in an original way.

CPT04. Influence others to guide and direct them towards specific goals and objectives, taking into consideration their points of view, especially in situations arising from volatile, uncertain, complex and

ambiguous (VUCA) environments of today's world.

CPT05. Cooperate with others in the achievement of a shared goal, participating actively, empathetically and exercising active listening and respect for all members.

CPT06. Integrate analysis with critical thinking in a process of evaluating different ideas or possibilities and their potential for error, based on evidence and objective data leading to effective and valid decision making.

#### LEARNING OUTCOME OF THE SUBJECT

- Practical and systematic realization of an end-of-degree project focused on decision making related to the processes of entrepreneurship, finance, marketing and management, which allows students to apply the specific knowledge and skills acquired during the course in a global, multidisciplinary and integrative way.
- The project may take the form of an essay, consulting work, research work and will be supervised by a project tutor.

## 4. CONTENT

- Structure and elaboration of the end-of-degree project
- Data analysis and information sources
- Tools for reference management
- Written and oral communication skills

## 5. TEACHING-LEARNING METHODOLOGIES

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

- Cooperative learning
- Problem Based Learning (PBL)
- Project Based Learning
- Master Classes

## 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:

Training activity	Number of hours
Masterclasses	10h
Autonomous work	110h
Oral presentations	10h
Carrying out work / projects	100h
Tutoring	70h
<b>TOTAL</b>	<b>300h</b>

## 7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

### Campus-based mode

Evaluation system	Weight
Oral presentations	30%
Exercises / projects	70%
<b>Total</b>	<b>100%</b>

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 a 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.

## 8. SCHEDULE

In this section you will find the timetable with dates for the delivery of evaluable activities of the subject:

Semester	Call	Tasks	Dates
S1	Ordinary	First meeting with the FDP coordinator	September 19 <sup>th</sup>
		FDP methodology learning	September 19 <sup>th</sup>
		FDP proposal	19 septiembre – 17 de octubre September 19 <sup>th</sup> – October 17 <sup>th</sup>
		FDP tutor allocation	October 24-25 <sup>th</sup>
		First mandatory meeting with the tutor	Semana 28 octubre – 1 noviembre

			October 28th to November 1 <sup>st</sup> week
	<b>December</b>	Final FDP draft delivery to the tutor (December call)	December 5th
	<b>December</b>	FDP and documents deposit on Canvas deadline (December call)	December 12nd
	<b>December</b>	December call FDP defenses	December 19th
<b>S2</b>	<b>Ordinary</b>	FDP working plan supervised along with the tutor	October-December
		TalentUE Test	December-January
		Initial FDP follow-up task submission	February 24th
		Intermediate FDP follow-up task submission	March 24th
		Final FDP follow-up task submission	April 30th
		FDP and documents deposit on Canvas deadline (Ordinary call)	May 30th
		Ordinary call FDP defenses	June 9th, 10th & 11th
<b>S2</b>	<b>Extraordinary</b>	Final FDP draft delivery to the tutor (Extraordinary call)	June 30th
		FDP and documents deposit on Canvas deadline (Ordinary call)	July 7th
		Extraordinary call FDP defenses	July 14th & 15th

This timetable may be subject to modifications for logistical reasons. Any modification will be notified to the student in due time and form.

## 9. BIBLIOGRAPHY

The reference work for the follow-up of the subject is:

- Ajacopa, P. R. (2020). APA: Citations and references according to 7th edition. CAIEM.
- Ancín, J. M. S., & de Vicuña Ancín, J. M. S. (2007). PLAN DE MARKETING EN LA PRACTICA - 14oEDICION. ESIC.
- García, R. M. D. G., & Navarro, S. M. (2018). Fundamentos empresariales (Professional books) (2nded.). ESIC.
- M. (2008). Investigación De Mercados (5th ed.). Pearson Educación.
- Pirámide, E. (2022). Plan General De Contabilidad y De Pymes. Pirámide.
- Vaughan, E. (2012). Financial Times guide to writing a business plan: How to raise finance to start or reinvent your business (1st ed.). Pearson Educación, S.A.

- Walker, M. (2000). How to write research papers. Gedisa.

Recommended bibliography is given below:

- CARO, M. T. & VALVERDE M. T. & GONZÁLEZ, M. (2015). Guía de Trabajos Fin de Grado en Educación. Madrid: Pirámide.
- ECO, U. (1992). Cómo se hace una tesis: técnicas y procedimientos de estudio, investigación y escritura (11th ed.) Barcelona: Gedisa.
- DA CUNHA, IRIA (2016). El trabajo de fin de grado y de máster: Redacción, defensa y publicación. Barcelona: Editorial UOC.

## 10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION 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 opportunity 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:

[unidad.diversidaduev@universidadeuropea.es](mailto:unidad.diversidaduev@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.