

## 1. BASIC DATA

<b>Subject</b>	Master's Thesis
<b>Program</b>	Master's Degree in Trade and International Economic Relations
<b>School</b>	School of Business, Economy and Communication
<b>Course</b>	Module X
<b>ECTS</b>	6 ECTS
<b>Type</b>	Mandatory
<b>Language/s</b>	English
<b>Modality</b>	On-campus/ Campus-based
<b>Semester</b>	Second Semester
<b>Academic Year</b>	2024/2025
<b>Coordinator</b>	Dr. Hongsong Wang

## 2. PRESENTATION

The Final Master's Project (PFM) aims at a comprehensive and global evaluation of the application of the contents and competences of the programme. This Module X is worth 6 ECTS, like the rest of the Master's modules.

- **The learning sequence of the PFM consists of a series of steps or stages:**
  - Teaching by the Master's Director of the bases and rules for the presentation of entrepreneurial and viable ideas related to new markets, to be evaluated by a group of experts.
  - The student chooses the group of students to work with and these groups define the business ideas they want to create and the reference countries. These ideas are presented to the Director of the programme, who gives them a report with an evaluation of the most innovative and viable idea and comments on the markets they want to access. The programme management assigns them a programme tutor/professor.
  - Once the business idea has been accepted, the student works in a team to find information about the environment, the sector and the company, and applies the knowledge he/she has acquired in the University Master's programme under the guidance of a mentor/tutor.
  - The student attends at least 3 seminars or workshops (tutorials) on project design and best practices.
  - It ends with the integration of knowledge and competences and the presentation for evaluation to a group of academics and managers acting as a steering committee.
- **The PFM is divided into the following activities:**
  - The first activity aims to enable students to prepare a project, develop each of its parts

and present or defend it in public (through tutorials).

- In addition, through each subject, the students will develop the necessary resources and skills to select and use the computer programmes that will allow an adequate analysis of the data, as well as the presentation and exhibition of the results and conclusions obtained in their work. - The second activity is the completion of an original project related to the topics developed during the programme (Final Master's Project -PFM-). This requires students to demonstrate their entrepreneurial spirit, analytical and decision-making skills. At the same time, they will demonstrate that they are able to launch a business expansion project, create a company or a new international business, with a 3 or 5 year analysis of all the decision areas, with an obligatory description of the aspects related to these areas and the chosen geo-economic area.
  - The tutor will guide each student (within his/her group) in the preparation and presentation of the PFM. The student group will present this project in a public session to be evaluated by a panel of professors once it has been approved by the tutor. The panel acts as an investment committee. After the presentation and public defence, the panel will evaluate each student and group and award them their final grade.
- **Coordination mechanism of the Master's thesis**
    - In order to obtain the title of Master of International Trade and Economic Relations, students must complete and pass a final project, carried out in a team, in which they demonstrate that they have integrated the competences of the modules included in the programme.
    - The Master's thesis must follow the scientific-professional format of a business plan report, integrating all the decision-making areas of the company and choosing the most appropriate tools for the sector (introduction, hypothesis/objectives, material and method, discussion and conclusions). This project can be based on a real case of a business start-up or the development of a new business in a multinational company.
    - The Director will assign a tutor to each team of students, who will be responsible for assisting them in their approach to the project.
    - The tutor is responsible for assessing the work for presentation and defence.
    - Once the work has been submitted, the students carry out the oral and public defence. The panel of experts, acting as an investment committee, will evaluate their presentation and may ask any questions they deem appropriate.

### **3. COMPETENCIAS Y RESULTADOS DE APRENDIZAJE**

#### **General Competences:**

- GC.1. Capacity for Interrelation, perfecting the ability to perceive, analyse and interpret the environment in order to be able to integrate information and make decisions in new environments.
- GC.2. Integration of Knowledge, i.e. having an integrated vision of all the dimensions of the company or international organisation, in order to be able to analyse problems and look for solutions as a group.
- GC.3. Ability to understand and take advantage of cultural diversity, developing respect for diversity.
- GC.4. Ability to work as part of a team, innovative mentality and decision-making.
- GC.5. Communication skills (in both Spanish and English) to debate and present their ideas and business projects in each area of the programme to a specialised or non-specialised forum.
- GC.6. Entrepreneurial spirit to integrate the knowledge and skills developed during the Master's degree in a final project.

- GC.7.Critical and Self-critical Sense.

#### **Specific Competences:**

- SC.1. Lead projects and teams from an integral ethical and socially responsible approach, assessing the impact of their decisions on profits, the market, people and society.
- SC.2. Master the keys to the major world economic areas in order to convert them into competitive advantages for the company.
- SC.3. Identify the international legal, fiscal, business and technological environment of the company and its importance in business activity when undertaking international projects.
- SC.4. Analyse the international economic environment. Carry out medium- and long-term strategic assessment and planning using existing tools.
- SC.5. Develop the competences of a manager: leadership, emotional intelligence, communication skills, team management, group work, planning, conflict resolution, negotiation and results orientation, always from a multicultural perspective and respecting diversity.
- SC.6. Master the knowledge of international financial markets and financing instruments in order to help companies and organisations in the definition of financial policy.
- SC.7. Define and implement the marketing, sales and communication strategies of a multinational company opening up to new markets.
- SC.8. Manage the resources needed to implement a successful internationalisation plan for the company, to launch a new activity or to open up the company to new markets.
- SC.9. Detect the risks of a business internationalisation operation and recommend the tools and instruments to cover the company against them.
- SC.10. Promote the use of technology in the processes that affect the different areas of decision making to facilitate efficiency, innovation and the generation of knowledge for companies involved in internationalisation processes.

#### **Learning Outcomes:**

- LO1. Be able to integrate all the necessary technical knowledge acquired throughout the programme for the creation of a real international feasibility project for a new business activity.
- LO2. Work in a team and lead the project, with planning and results orientation.
- LO3. Capacity of conviction and ability to defend ideas before external parties outside the project.

The table below shows the relationship between the competences developed in the module and the learning outcomes pursued.

<b>Competencias</b>	<b>Resultados de aprendizaje</b>
GC1, GC2, GC3, GC4, GC5, GC6, GC7 SC1, SC2, SC3, SC4, SC5, SC6, SC7, SC8, SC9, SC10	LO1. Be able to integrate all the necessary technical knowledge acquired throughout the programme for the creation of a real international feasibility project for a new business activity.
GC1, GC2, GC3, GC4, GC5, GC6, GC7 SC1, SC2, SC3, SC4, SC5, SC6, SC7, SC8, SC9, SC10	LO2. Work in a team and lead the project, with planning and results orientation.

GC1, GC2, GC3, GC4, GC5, GC6, GC7 SC1, SC2, SC3, SC4, SC5, SC6, SC7, SC8, SC9, SC10	LO3. Capacity of conviction and ability to defend ideas before external parties outside the project.
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## 4. CONTENTS

The module is organised into one subject:

1. FINAL MASTER'S PROJECT.

## 5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies to be applied:

- Presentations.
- Seminars.
- Case studies.
- Discussion of practical examples and real cases.
- Cooperative learning.

## 6. TRAINING ACTIVITIES

The following table shows the types of training activities to be carried out and the number of hours the student will spend on each:

Training activities	Hours
Seminars on core programme topics (strategy, finance, marketing, operations)	12,5
One-to-one and group tuition with an expert in the field.	12,5
Independent study	50
Cooperative work	62,5
Presentation to a panel of experts	12,5
<b>TOTAL</b>	<b>150 h</b>

## 7. EVALUATION

The following is a list of the assessment systems and their weighting in the total grade for the module:

Sistema de evaluación	Pesos
Activity 1 Completion <ul style="list-style-type: none"> <li>• Tutor's report on the Master's thesis.</li> </ul>	30%

and submission of the Master's thesis to the supervisor.		
Activity 2 Defence of a business case before a panel of experts (Final Master's Project).	<ul style="list-style-type: none"> <li>Qualification of the Master's thesis by the expert jury.</li> </ul>	70%

On the Virtual Campus, when you access the module, you will be able to consult in detail the assessment activities to be carried out, as well as the delivery dates and assessment procedures for each of them.

### 7.1. Ordinary Call

- The tutor must give a PASS for the Master's Final Project (PFM) to be defended before the Board of Examiners in the ordinary examination session.
- In order to pass the module (PFM) in the ordinary examination session, you must obtain a grade higher than or equal to 5 out of 10 in the final grade (weighted average) of the module.
- The final grade (weighted average) is 30% of the tutor's total grade + 70% of the examination board's total grade. The tutor's overall grade will in turn be calculated as the weighted average of the group mark for the written work (40%) and the individual grade for each student's participation and contribution to the work (60%). The Board's overall grade will be calculated as a weighted average of the group grade for the written work (40%) and the individual grade for the presentation and defence of each student's PFM (60%). See the 'Basics of the PFM' and the 'Rubrics' of the evaluation, available on the virtual campus.
- In addition, it is necessary to obtain a grade of at least 5 out of 10 from both the tutor and the examination board.

### 7.2. Extraordinary Call

- The tutor must give a PASS for the Master's Final Project (PFM) to be defended before the Board of Examiners in the ordinary examination session.
- In order to pass the module (PFM) in the ordinary examination session, you must obtain a grade higher than or equal to 5 out of 10 in the final grade (weighted average) of the module.
- The final grade (weighted average) is 30% of the tutor's total grade + 70% of the examination board's total grade. The tutor's overall grade will in turn be calculated as the weighted average of the group mark for the written work (40%) and the individual grade for each student's participation and contribution to the work (60%). The Board's overall grade will be calculated as a weighted average of the group grade for the written work (40%) and the individual grade for the presentation and defence of each student's PFM (60%). See the 'Basics of the PFM' and the 'Rubrics' of the evaluation, available on the virtual campus.
- In addition, it is necessary to obtain a grade of at least 5 out of 10 from both the tutor and the examination board.

## 8. TIMETABLE

This section provides an approximate timetable with delivery dates (weeks) for the evaluable activities of the module:

Assesments	Weeks
Activity 1. Delivery of the Final Master's Project to the tutor.	First week of June 2024
Activity 2. Defence, before a panel of experts, of an international business viability project (Final Master's Project).	Second week of June 2024

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 bibliography to be consulted for PFM will be recommended and referenced by each lecturer in their lectures and presentations and by each project tutor.

## 10. DIVERSITY CARE UNIT

Students with specific educational support needs:

Curricular adaptations/adjustments for students with specific educational support needs, in order to guarantee equal opportunities, will be guideline by the Diversity Attention Unit (UAD).

It is an essential requirement that a report on curricular adaptations/adjustments be issued by this Unit, so students with specific educational support needs should contact: [unidad.diversidad@universidadeuropea.es](mailto:unidad.diversidad@universidadeuropea.es) at the beginning of each semester.

## 11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to participate in satisfaction surveys to identify strengths and areas for improvement regarding the teaching staff, the degree and the teaching-learning process.

The surveys will be available in the survey area of your Virtual Campus or through your email.

Your evaluation is necessary to improve the quality of the programme. Thank you for your participation.