



Information about the subject

Degree: Bachelor of Science Degree in Business Administration and Management

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 304401 **Name:** Bachelor's Thesis

Credits: 12,00 **ECTS Year:** 4 **Semester:** 2

Module: Final Project

Subject Matter: Final Project **Type:** Final Degree Project

Department: Economics, Business Management, and Marketing

Type of learning: Classroom-based learning / Online

Languages in which it is taught: Spanish

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Module organization

Final Project

Subject Matter	ECTS	Subject	ECTS	Year/semester
Final Project	12,00	Bachelor's Thesis	12,00	4/2

Recommended knowledge

To acquire the knowledge and capabilities from the basic compulsory subjects

Prerequisites

Tanto el Trabajo Fin de Grado como, al menos una de las dos asignaturas de Prácticas Externas (I ó II) estarán relacionados con las competencias y contenidos del itinerario escogido por el alumno, reforzando así dichas competencias y contenidos trabajados en las asignaturas que los conforman y dando sentido a la especialización que constituye el itinerario elegido por el alumno.



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Writing and defending a business or research plan orally in court. Defend a point of view with solidity and conviction.
- R2 To manage the time assigned for the completion of an End of Degree Project and deliver in time and form what is required.
- R3 To look for originality in the choice of the business idea and the way to solve the problems of its implementation. Search for experiences of entrepreneurs who can improve the business plan. Contribute your own ideas to the work and the project.
- R4 To handle computer tools with ease to improve the formal graphic quality of the work (tables, charts, figures, ...). To use the Internet as another bibliographic source, always quoting the source. To transform the data into information that justifies the argument in a business plan.



Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

BASIC		Weighting			
		1	2	3	4
CB1	That students have demonstrated knowledge and understanding in an area of study that is at the core of general secondary education, and is often at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.				X
CB2	That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.				X
CB3	That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.				X
CB4	That students can convey information, ideas, problems and solutions to both specialized and non-specialized audiences.				X
CB5	That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.				X
GENERAL		Weighting			
		1	2	3	4
CG0	Speaking well in public.				X
CG1	Capacity of analysis and synthesis.				X
CG2	Adequate management of time and resources.				X
CG3	Capacity to apply knowledge into practice.				X
CG4	Capacity to handle information from different sources.				X



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	1	2	3	4
...ch skills.				X
...skills.				X
...ion making.				X
...specific company and market situations.			X	
...data, valuable information for decision				X
...y and ethical sense.				X
...ated to the principles of equal ...n and women, universal accessibility for ...d, in general, democratic values and a				X

1 2 3 4



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any or organization, understanding its		X
al positioning and identifying its strengths		
ough its planning and control, using		X
ols (e.g. strategy design and		
rking, total quality management, ABC cost		
of useful economic information and their		X
le computerized management		X
n of information systems in the company.		X
of law and relate them to knowledge		X
gement.		
mation and foreseeable evolution of a		X
t records.		
al impact of aspects related to the macro-		X
nment and its institutions on business		
etary and financial system, domestic		



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CE15	Ability to obtain, from the data, valuable information for decision making.			X
CE16	Technical understanding, writing and communication in a second language, especially in English.			X
CE17	Application of professional criteria to the analysis of business problems.			X
CE18	Ability to integrate in any functional area of a company and develop different tasks related to its management.			X
CE19	Empathy and ability to understand others.			X
CE20	Capacity for negotiation and problem-solving.			X



Assessment system for the acquisition of competencies and grading system

In-class teaching

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4	100,00%	Evaluation of the project submitted (form, quality and originality of the work)

Observations

The TFG (FDP) will correspond to the mark assigned by the examination panel following the oral presentation of the Final Degree Project (TFG). The written component must be submitted in advance at the university intranet or, where applicable, through the moodle platform. The oral presentation of the TFG shall consist of an in-person presentation of its contents, as outlined in the Final Degree Project Manual available on the teaching platform.

The academic tutor or the designated examination panel may assign a failing grade (0) to the TFG in cases where illicit means are employed in its preparation or defense, where there is credible evidence that the work does not originate from the student presenting it, or where the rights of third parties are infringed—including, but not limited to, intellectual property rights, data protection regulations, or any other similar legal provisions.

In this regard, the use of artificial intelligence tools for the drafting or partial or complete development of the TFG is deemed unethical and is strictly prohibited, except in cases where the student has obtained explicit prior authorization from the academic tutor. Such authorization may only be granted for the use of AI tools for strictly technical purposes, such as the execution of statistical or mathematical calculations. Under no circumstances shall the use of Artificial Intelligence be permitted for the development of the theoretical framework or the inclusion of bibliographic references.

Online teaching

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4	100,00%	Evaluation of the project submitted (form, quality and originality of the work)

Observations

The TFG (FDP) will correspond to the mark assigned by the examination panel following the oral presentation of the Final Degree Project (TFG). The written component must be submitted in advance at the university intranet or, where applicable, through the moodle platform. The oral presentation of the TFG shall consist of an in-person presentation of its contents, as outlined in the



Final Degree Project Manual available on the teaching platform.

The academic tutor or the designated examination panel may assign a failing grade (0) to the TFG in cases where illicit means are employed in its preparation or defense, where there is credible evidence that the work does not originate from the student presenting it, or where the rights of third parties are infringed—including, but not limited to, intellectual property rights, data protection regulations, or any other similar legal provisions.

In this regard, the use of artificial intelligence tools for the drafting or partial or complete development of the TFG is deemed unethical and is strictly prohibited, except in cases where the student has obtained explicit prior authorization from the academic tutor. Such authorization may only be granted for the use of Artificial Intelligence tools for strictly technical purposes, such as the execution of statistical or mathematical calculations. Under no circumstances shall the use of AI be permitted for the development of the theoretical framework or the inclusion of bibliographic references.

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- | | |
|-----|--|
| M1 | Problem solving, commentaries, summaries to hand in periodically. |
| M3 | Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge. |
| M5 | Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity. |
| M7 | Supervised monographic sessions with shared participation. |
| M11 | Personalized and small group attention. Period of instruction and / or orientation conducted by a tutor with the objective of reviewing and discussing the materials and topics presented in classes, seminars, readings, conducting work, etc. |
| M14 | Student study: Group Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions. |



- M16 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M17 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.
- M19 Groupwork sessions in the chat under supervision of the lecturer. Analysis of economic and business case studies, both real and fictitious, in order to build knowledge through the student's interaction and activity. Critical analysis of values and social commitment.
- M21 Monographic sessions though the semester, which will be aimed at current aspects and applications of the subject.
- M25 Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission in electronic format.
- M27 Individual support for the monitoring and orientation of the learning process. It will be carried out by a lecturer and will pursue the revision and discussion of the materials, topics, readings, tasks, etc.
- M29 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission.
- M31 Participation in discussion forums related to the subject under the supervision of the lecturer.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M3, M5, M7, M11, M14, M16	R1, R2, R3, R4	8,00	0,32
Practical Class M3, M5, M7, M11, M16	R1, R2, R3, R4	8,00	0,32
Seminar M3, M5, M7, M11, M14, M16	R1, R2, R4	8,00	0,32
Assessment M3, M5, M7, M14	R1	2,00	0,08
TOTAL		26,00	1,04

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M3, M5, M7, M11, M14, M16	R1, R2	24,00	0,96
Independent Work M3, M5, M7, M11, M14, M16	R1, R2, R3, R4	250,00	10,00
TOTAL		274,00	10,96



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M1, M17, M19, M21, M25, M27, M29, M31	R1, R2, R3	8,00	0,32
Synchronous Vitual Practical Session M1, M17, M19, M25, M27, M29, M31	R2, R3	8,00	0,32
Seminar and Synchronous Virtual Videoconference M1, M17, M19, M21, M25, M27, M29, M31	R1, R2	8,00	0,32
On-site or Synchronous Virtual Assesment M1, M17, M25, M27	R1, R2, R3, R4	2,00	0,08
TOTAL		26,00	1,04

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Work M1, M17, M25, M27, M31	R1, R2, R3, R4	270,00	10,80
Discussion Forum M1, M17, M21, M25, M27, M29, M31	R1, R2, R3, R4	4,00	0,16
TOTAL		274,00	10,96



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
Theoretical explanation and temporal organization of the TFG	Attendance at group meetings in which the completion of the TFG is defined Schedule
Types of TFG and its Structure: Business Plan, Innovation project or research	Sections and mandatory requirements of the different types of TFG Seminars to support the completion of TFG
Seminars to support the completion of TFG	Search management and APA citation system Oral presentation of the TFG
How to present the TFG, Theoretical explanation of the defense of the TFG.	How to prepare the oral defense and its performance.
Autonomous work for writing the TFG	Advice from tutor Individual (sincronus or asincronus) in connection with the professor assigned by the coordinator, following their guidelines



Temporary organization of learning:

Block of content	Number of sessions	Hours
Theoretical explanation and temporal organization of the TFG	4,00	8,00
Types of TFG and its Structure: Business Plan, Innovation project or research	4,00	8,00
Seminars to support the completion of TFG	4,00	8,00
How to present the TFG, Theoretical explanation of the defense of the TFG.	1,00	2,00
Autonomous work for writing the TFG	100,00	200,00

References

Ferrer Serrano, M., Latorre Cosculluela, C., & Lozano Blasco, R. (2021). Guía para la elaboración de trabajos fin de grado en el área de Ciencias Sociales (Vol. 303). Presses de la University of Zaragoza.

Alonso, M. (2019). Guía para la elaboración del trabajo de final de grado. Biblioteca de la University of Sevilla.

Mari Paz García Sanz, Pilar Martínez Clares (coords.), "Guía práctica para la realización de trabajos fin de grado y trabajos fin de máster, University of Murcia, 2012 ISBN: 978-84-8371-973-2

Virginia Ferrer, Moisés Carmona y Vanessa Soria (Editores), "El trabajo de fin de grado. Guía para estudiantes docentes y agentes colaboradores, Mc Graw Hill 2012. ISBN: 8448182677



Addendum to the Course Guide of the Subject

Due to the exceptional situation caused by the health crisis of the COVID-19 and taking into account the security measures related to the development of the educational activity in the Higher Education Institution teaching area, the following changes have been made in the guide of the subject to ensure that Students achieve their learning outcomes of the Subject.

Situation 1: Teaching without limited capacity (when the number of enrolled students is lower than the allowed capacity in classroom, according to the security measures taken).

In this case, no changes are made in the guide of the subject.

Situation 2: Teaching with limited capacity (when the number of enrolled students is higher than the allowed capacity in classroom, according to the security measures taken).

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject will be made through a simultaneous teaching method combining onsite teaching in the classroom and synchronous online teaching. Students will be able to attend classes onsite or to attend them online through the telematic tools provided by the university (videoconferences). In any case, students who attend classes onsite and who attend them by videoconference will rotate periodically.

In the particular case of this subject, these videoconferences will be made through:

☒ Microsoft Teams

☐ Kaltura



Situation 3: Confinement due to a new State of Alarm.

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject, as well as the group and personalized tutoring, will be done with the telematic tools provided by the University, through:

☒ Microsoft Teams

☐ Kaltura

Explanation about the practical sessions:



2. System for Assessing the Acquisition of the competences and Assessment System

ONSITE WORK

Regarding the Assessment Tools:

☒ The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☐ The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System:



ONLINE WORK

Regarding the Assessment Tools:

☒ The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☐ The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System: