



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 |
| | | | | 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 |
| Weighting | | | | |

1 2 3 4



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| | |
|---|---|
| any or organization, understanding its al positioning and identifying its strengths | X |
| ough its planning and control, using ols (e.g. strategy design and rking, total quality management, ABC cost | X |
| 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 gement. | X |
| ation and foreseeable evolution of a t records. | X |
| al impact of aspects related to the macro- nment and its institutions on business netary and financial system, domestic | X |



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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

Single evaluation:

According to article nº 9 General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, the continuous evaluation system is the preferred evaluation system at the UCV.

The art. nº 10 allows, however, for those students who in a justified and accredited manner express their inability to attend in person (or to synchronous communication activities for virtual and/or hybrid teaching modalities), their evaluation on an extraordinary basis in the so-called single evaluation.

The single evaluation must be requested within the first month of each semester to the Dean of Faculty through the Vice-Deaneries or Master's Directorates, with the express decision on the admission of said request from the concerned student being the responsibility of this.

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

Single evaluation:

According to article nº 9 General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, the continuous evaluation system is the preferred evaluation system at the UCV.

The art. nº 10 allows, however, for those students who in a justified and accredited manner express their inability to attend in person (or to synchronous communication activities for virtual and/or hybrid teaching modalities), their evaluation on an extraordinary basis in the so-called single evaluation.

The single evaluation must be requested within the first month of each semester to the Dean of Faculty through the Vice-Deaneries or Master's Directorates, with the express decision on the admission of said request from the concerned student being the responsibility of this.



CLASS ATTENDANCE IN FACE-TO-FACE DEGREES

In accordance with the development guidelines of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in face-to-face degrees, class attendance with a minimum of 80% of the sessions of each subject will be required as a requirement to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage. The same criterion will be applicable for hybrid or virtual degrees in which teachers must maintain the same percentage in the requirement of "presence" in the different training activities, if any, even if these are carried out in virtual environments.

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 |
| Estructura del TFG: Business Plan y Trabajo de Investigación | 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 |
| Theoretical explanation of the defense of the TFG and its defense | How to prepare the oral defense and its performance. |
| Autonomous work in the completion of the TFG | Advice from tutor / s Individual / group realization of the TFG |



Temporary organization of learning:

| Block of content | Number of sessions | Hours |
|---|--------------------|--------|
| Theoretical explanation and temporal organization of the TFG | 4,00 | 8,00 |
| Estructura del TFG: Business Plan y Trabajo de Investigación | 4,00 | 8,00 |
| Seminars to support the completion of TFG | 4,00 | 8,00 |
| Theoretical explanation of the defense of the TFG and its defense | 1,00 | 2,00 |
| Autonomous work in the completion of 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). Prensas de la Universidad de Zaragoza.

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

Mari Paz García Sanz, Pilar Martínez Clares (coords.), "Guía práctica para la realización de trabajos fin de grado y trabajos fin de máster, Universidad de 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: