



# UNIVERSIDAD DE CASTILLA - LA MANCHA

## GUÍA DOCENTE

### 1. General information

Course: POSTGRADUATE DISSERTATION

Type: PROJECT

Degree: 2303 - MASTER DEGREE PROGRAMME IN BUSINESS STRATEGY AND MARKETING

Center:

Year: 1

Main language: Spanish

Use of additional languages:

Web site:

Code: 310083

ECTS credits: 12

Academic year: 2023-24

Group(s): 10 20 40 30 41

Duration: SD

Second language: English

English Friendly: N

Bilingual: Y

Lecturer: MARIA ENCARNACION ANDRES MARTINEZ - Group(s): 10				
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## 2. Pre-Requisites

In order to present and defend the Final Work of the Master (FWM), the student must have passed all the credits corresponding to the compulsory and optional subjects, that is, 48 credits.

Full-time students will be entitled to the assignment of the corresponding FWM tutor. Tutors will be assigned during the first semester, taking into account the itinerary selected by the student. Part-time students will be entitled to the corresponding FWM tutor assignment when they are enrolled in the total number of credits pending for the Master's degree.

### 3. Justification in the curriculum, relation to other subjects and to the profession

The main objectives of the Master's Degree in Business Strategy and Marketing are to provide students with in-depth knowledge of the acquisition of skills in the field of business strategy, to train them to undertake a research project in business strategy and to make management decisions in accordance with a strategic approach. To this end, various subjects are programmed to provide students with the knowledge necessary to achieve the objectives defined. The final epilogue of all this, the achievement of the objectives and the acquisition of skills, is the completion of the Final Master's Work in which the student must work and research on a subject from the strategic perspective of the company and defend it before a committee of researchers.

### 4. Degree competences achieved in this course

#### Course competences

Code	Description
E01	Ability to understand the general management approach and how decisions taken influence the competitiveness of the company.
E02	Ability to understand the strategic management system of the company, with particular attention to the interrelationship between decisions corresponding to the levels of corporate and competitive analysis.
E03	Ability to study the implications for the company's general management of acting in a global, intercultural and dynamic environment.
E04	Ability to analyse how the system of business objectives influences and is influenced by the different interest groups with which the company maintains relations.
E05	Ability to consider external and internal approaches to business competitiveness, balancing the factors of adaptation of the company to its environment and of internal organisational integration.
E19	Ability to develop research according to different theories of the company, with special emphasis on the nature and limits of the company.
E20	Ability to plan the development of a research project, with special attention to the design of measurement instruments, the collection of information and the selection of the most appropriate research method for the realization of the proposed project.
E21	Ability to analyse the information obtained from different quantitative or other qualitative data processing techniques.
G01	Capacity for analysis and synthesis of specialized literature in order to interpret it from a critical perspective.
G02	Oral communication skills in Spanish and English for the presentation of projects, as well as the defense of reports, communications to congresses and scientific meetings.
G03	Written communication skills in Spanish and English for the writing of projects, as well as the defense of reports, communications to congresses and scientific meetings.
G04	Ability to use information and communication technologies (ICT) for information search purposes, with special emphasis on the use of databases, electronic journals and statistical applications.
G06	Ability to create social networks with managers, researchers and consultants at national and international levels.
G08	Ability for continuous, self-directed and autonomous learning at project level.
G09	Ability to develop an innovative and creative attitude applied to the solution of strategic and research problems
G10	Ability to manage research projects in practice and lead working groups in the field of strategy.
G11	Ability to communicate research results to companies and to disseminate the scientific knowledge developed to society in general.

### 5. Objectives or Learning Outcomes

#### Course learning outcomes

##### Description

To develop a supervised project that allows the student to apply the competences developed in the Master in a global manner, according to the selected itinerary.

To discuss the findings and draw the main conclusions.

To design the correct methodology for the elaboration of the project according to the objectives pursued.

To execute the project according to the established methods and procedures.

To clearly identify the aspects to which the student intends to contribute with the elaboration of the project.

To collect the necessary information to establish the background of the selected topic .

### 6. Units / Contents

#### Unit 1: Development of the Final Work of Master

### 7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Final test [ON-SITE]	Assessment tests	E19 E20 E21 G01 G02 G03	0.1	2.5	Y	Y	
Project or Topic Presentations [ON-SITE]	project-based learning	E19 E20 E21	0.15	3.75	Y	Y	
Individual tutoring sessions [ON-SITE]	Combination of methods	E19 E21 G02 G04	1.25	31.25	Y	Y	
Writing of reports or projects [OFF-SITE]	project-based learning	E19 E20 E21 G03 G06 G10	1.5	37.5	Y	Y	
Analysis of articles and reviews [OFF-SITE]	Reading and Analysis of Reviews and Articles	E19 E20 E21 G01 G08 G09 G11	9	225	Y	Y	
<b>Total:</b>			<b>12</b>	<b>300</b>			
<b>Total credits of in-class work: 1.5</b>				<b>Total class time hours: 37.5</b>			
<b>Total credits of out of class work: 10.5</b>				<b>Total hours of out of class work: 262.5</b>			

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System			
Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	100.00%	100.00%	
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

**Evaluation criteria for the final exam:**

**Continuous assessment:**

The Final Work of Master will be evaluated by a committee composed of three researchers appointed by the Academic Committee of the Master and will consist of reading and defending the work. For the evaluation, the members of the evaluation commission will have to take into account the following aspects:

- Quality, originality and scientific rigour
- Clarity of exposition, both oral and written
- Ability to debate and defend the arguments presented.

The presentation of TFM will take place in one of the two calls (July or October)

The first page of the TFM will specify: title, author, tutor, date and professional or research orientation.

**Non-continuous evaluation:**

Evaluation criteria not defined

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
	Dependerá de la temática del TFM (it will depend on the TFM's subject)					
	Guía para la elaboración del TFM (guidelines for a TFM's elaboration)					