

# UNIVERSIDAD DE CASTILLA - LA MANCHA GUÍA DOCENTE

#### 1. General information

 Course: POSTGRADUATE DISSERTATION
 Code: 310083

 Type: PROJECT
 ECTS credits: 12

2303 - MASTER DEGREE PROGRAMME IN BUSINESS STRATEGY AND

Academic year: 2023-24

MARKETING

 Center:
 Group(s): 10 20 40 30 41

 Year: 1
 Duration: SD

Main language: Spanish

Use of additional languages:

Ianguages:

English Friendly: N

Bilingual: Y Web site: Lecturer: MARIA ENCARNACION ANDRES MARTINEZ - Group(s): 10 Building/Office Phone number Office hours Department Facultad Ciencias ADMINISTRACIÓN DE 967599200 Ext. Económicas v encarnacion.andres@uclm.es **EMPRESAS** 2169 Empresariales/1.12 Lecturer: LAURA MERCEDES AVELLANEDA RIVERA - Group(s): 10 Building/Office Office hours Department 1.08 ADMINISTRACIÓN DE EMPRESAS laura.avellaneda@uclm.es Lecturer: JUAN JOSE BLAZQUEZ RESINO - Group(s): 40 41 Phone Building/Office Department Email Office hours number Facultad de Ciencias Sociales y ADMINISTRACIÓN DE 926051650 juan.blazquez@uclm.es Tecnologías de la **EMPRESAS** Información/Despacho 2.15 Lecturer: MARIA CORDENTE RODRIGUEZ - Group(s): 41 Building/Office Department Phone number Email Office hours ADMINISTRACIÓN DE Facultad de Ciencias Sociales 969179100 maria.cordente@uclm.es Cuenca/Despacho 3.01 **EMPRESAS** Lecturer: LETICIA DEL POZO RUIZ - Group(s): 10 Phone Office hours Building/Office Department Email number 1.12 ADMINISTRACIÓN DE EMPRESAS 2170 Leticia.Pozo@uclm.es Lecturer: ESTRELLA DIAZ SANCHEZ - Group(s): 20 40 Building/Office Department Phone number Email Office hours ADMINISTRACIÓN DE Facultad de Derecho y 926295392 estrella.diaz@uclm.es Ciencias Sociales **EMPRESAS** Lecturer: MARIA CRISTINA DIAZ GARCIA - Group(s): 10 41 Phone Building/Office Department Fmail Office hours number Melchor de Macanaz ADMINISTRACIÓN DE EMPRESAS cristina.diaz@uclm.es 2.14 Lecturer: MARIO JAVIER DONATE MANZANARES - Group(s): 20 40 41 Building/Office Department Phone number Office hours Facultad de Derecho y ADMINISTRACIÓN DE 926295300; Ext. Ciencias Sociales, módulo mariojavier.donate@uclm.es **EMPRESAS** 6323 Lecturer: Mª DIONISIA ELCHE HORTELANO - Group(s): 41 Phone Office hours Building/Office Department Email number Facultad de CC. Sociales ADMINISTRACIÓN DE EMPRESAS dioni.elche@uclm.es 4240 Lecturer: AGUEDA ESTEBAN TALAYA - Group(s): 40 Building/Office Department Phone number Email Office hours ADMINISTRACIÓN DE 925268800 Ext. Facultad de CC. Jurídicas agueda.esteban@uclm.es y Sociales D. 3.01 **EMPRESAS** 5055 Lecturer: MARIA DEL VALLE FERNANDEZ MORENO - Group(s): 20 Office hours Building/Office Department Email number ADMINISTRACIÓN DE EMPRESAS Ext. 3518 Despacho 5 mariavalle.fdez@uclm.es Lecturer: JUAN ANTONIO GARCIA MARTIN - Group(s): 40 Building/Office Phone number Email Office hours Department Facultad de Ciencias Sociales y ADMINISTRACIÓN DE Tecnologías de la 926051651 juan.garcia@uclm.es EMPRESAS Información/Despacho 2.3 Lecturer: PEDRO MANUEL GARCIA VILLAVERDE - Group(s): 10 41

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| Building/Office  | Depa       | rtment                      |                                |           | Phone Email     |                       |                           | ı                       |                    |              | Office hours |              |  |
| Melchor de Macanaz<br>2.14   | ADM        | IINISTRAC                   | DIÓN DE EMPRE                  | SAS       |                 |                       | nariajo                   | riajose.ruiz@uclm.es    |                    | T            |              |              |  |
| Lecturer: MARIA BEI  | EN RUIZ    | SANCHE                      | <b>Z</b> - Group(s): <b>40</b> |           |                 |                       |                           |                         |                    |              |              |              |  |
| Building/Office  |            |                             | Department                     |           | Phone           |                       |                           | ımber                   | Email              |              | C            | Office hours |  |
| Facultad de Ciencias   | Sociales   | у                           | ADMINISTRAC                    | ÓΝ Γ      | )F              |                       |                           |                         |                    |              |              |              |  |
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| Información/Despach<br>Lecturer: MARIA CAI                         |            | IIZ AMAV                    | A Croup(a): 10                 |           |                 |                       |                           |                         |                    |              |              |              |  |
|  | 1          |                             | <b>A</b> - Group(s). <b>10</b> | 1         | Phone           |                       |                           |                         |                    | 1            |              |              |  |
| Building/Office  | Departm    | ent                         |                                |           | number          |                       | Email                     |                         |                    | Office hours |              |              |  |
| 2.18   | ADMINIS    | STRACIÓN                    | I DE EMPRESA                   | S         | 2346            | ca                    | ırmen                     | nen.ruiz@uclm.es        |                    |              |              |              |  |
| Lecturer: MARIA YOL  | ANDA S     | ALINERO                     | MARTIN - Grou                  | p(s):     | 40              |                       |                           |                         |                    |              |              |              |  |
| Building/Office  | Depart     | ment                        |                                |           | Phone<br>number | Ema                   | nail                      |                         |                    | d            | Office hours |              |  |
| San Pedro Mártir/ 3.3  | .1. ADMII  | VISTRACI                    | ÓN DE EMPRES                   | SAS 5     | 162             | yola                  | anda.s                    | saline                  | ro@uclm.es         |              |              |              |  |
| Lecturer: <b>JESUS DA</b>  | VID SAN    | CHEZ DE I                   | PABLO GONZA                    | LEZ [     | DEL CA          | МРО -                 | Grou                      | p(s):                   | 20                 |              |              |              |  |
|  |            |                             | Phone                          | e numb    | er Ema          | ail                   |                           |                         |                    | Offi         | ce hours     |              |  |
| Módulo D/Despacho   ADMINISTRACIÓN DE   9260                       |            |                             | 9260                           | 52298     | usdav           | david.sanchez@uclm.es |                           |                         |                    |              |              |              |  |
| Lecturer: MANUEL V   | ILLASAL    | ERO DIAZ                    | : - Group(s): <b>20</b>        |           |                 |                       |                           |                         |                    |              |              |              |  |
| 9  |            |                             | Pi                             | none nu   | mber            | Email                 | ail                       |                         |                    | Off          | fice hours   |              |  |
| Paraninfo/Module D, ADMINISTRACIÓN DE                              |            | CIÓN DE                     | 92                             | 260525    | 18              | manu                  | anuel.villasalero@uclm.es |                         |                    |              |              |              |  |
| Office 3   |            | PRESAS                      | . 10                           |           |                 |                       |                           |                         |                    |              |              |              |  |
| Lecturer: AMARILDO   |            |                             | ). 40                          |           | Phone           | ı                     |                           |                         |                    |              |              |              |  |
| Building/Office  |            | tment                       | 4                              |           | numbe           | r                     | nail                      |                         |                    | 0            | ffice I      | hours        |  |
| San Pedro Mártir/ 3.3.1. ADMINISTRACIÓN DE EMPRESAS                |            |                             |                                | SAS       |                 | Ar                    | narild                    | o.Zan                   | ne@uclm.es         |              |              |              |  |

### 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  $\boldsymbol{.}$ 

## 6. Units / Contents

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

| 7. Activities, Units/Modules and M          | Methodology                                  |   |      |       |    |     |             |
|---|--|---|------|-------|----|-----|-------------|
| Training Activity                           | Methodology                                  | Related Competences<br>(only degrees before RD<br>822/2021) | ECTS | Hours | As | Com | Description |
| Final test [ON-SITE]                        | Assessment tests                             | E19 E20 E21 G01 G02 G03                                     | 0.1  | 2.5   | Υ  | Y   |             |
| Project or Topic Presentations [ON-SITE]    | project-based learning                       | E19 E20 E21   | 0.15 | 3.75  | Υ  | Υ   |             |
| Individual tutoring sessions [ON-SITE]      | Combination of methods                       | E19 E21 G02 G04   | 1.25 | 31.25 | Υ  | Υ   |             |
| Writing of reports or projects [OFF-SITE]   | project-based learning                       | E19 E20 E21 G03 G06 G10                                     | 1.5  | 37.5  | Υ  | Υ   |             |
| Analysis of articles and reviews [OFF-SITE] | Reading and Analysis of Reviews and Articles | E19 E20 E21 G01 G08 G09<br>G11                              | 9    | 225   | Υ  | Υ   |             |
|   |  | 12  | 300  |       |    |     |             |
|   | Total class time hours: 37.                  |   |      |       |    |     |             |
|   | Total hours of out of class work: 262.5      |   |      |       |    |     |             |

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-<br>continuous<br>evaluation* | Description |  |  |  |  |  |
| Final test                                | 100.00%               | 100.00%                           |             |  |  |  |  |  |
| Total:                                    | 100.00%               | 100.00%                           |             |  |  |  |  |  |

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 | d Sources  |                  |      |      |      |             |
|----------------------|--|------------------|------|------|------|-------------|
| Author(s)            | Title/Link   | Publishing house | Citv | ISBN | Year | Description |
|                      | Dependerá de la temátic<br>(it will depend on the TFI<br>subject)    |                  |      |      |      |             |
|                      | Guía para la elaboraciór<br>(guideliness for a TFM's<br>elaboration) | n del TFM        |      |      |      |             |