

## Final master's thesis

**Master's degree in:** Business Administration

**Subject:** Final master's thesis

**Credits:** 12 ECTS

**Program:** International MBA - Barcelona - Boston

**Modality:** On-campus Full-Time / Hybrid-Learning

**Semester:** Second

**Type:** Mandatory

**Language of instruction:** English

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## 1. Presentation

### 1.1. Description

The master's thesis will consist of preparing a business plan or a research or business project related to the company's internationalization, linking the knowledge acquired with current innovative proposals, and evaluating its feasibility of real implementation.

It can also be done from the application of any of the courses of the curriculum in business reality or direct application to a company. The theme includes using specific tools, digital applications, research, and innovation.

### 1.2. Objectives

During the master's program, students will be constantly motivated to work as a team and now more than ever during the master's Thesis. Working together for the duration of the program, the group faces the challenges of real teamwork, trying to blend their talents and personalities into an effective unit. A master's thesis is also an academic project challenge and will be, in any case, the most important activity of the program, and it has a greater scope.

The main objective of the master's thesis is to apply the knowledge acquired throughout the program and to have the ability to solve problems in new or little-known environments within larger (or multidisciplinary) contexts related to his area of study. Likewise, the student must be able to integrate knowledge and face the complexity of making judgments from information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to applying their knowledge and judgments.

It is expected that the student, through the master's Thesis, can communicate their conclusions -and the ultimate knowledge and reasons that support them- to specialized and non-specialist audiences in an unambiguous way. In short, the final work of the master is the realization of an original and unique group project, capstone, or study, under the supervision of a director, in which the knowledge acquired during the master's studies is applied and integrated. The final work of the master will conclude with the presentation of the report of the work carried out in public defense before a court appointed for this purpose.

### 1.3. Groups

The regulation of the master's final thesis establishes that this will be carried out in teams of three students.

## 2. Program's learning outcomes

The subject-related learning outcomes are distributed as follows:

### 2.1. Knowledge

- RAT 1 The graduate will be able to organize information and data as key elements for decision-making problems in the business environment.
- RAT 2 The graduate will infer management methods and techniques applicable to business management, through simulations and case studies.
- RAT 3 The graduate will be able to identify key business problems and their typology, considering real case studies
- RAT 4 The graduate will describe management techniques in the development of business organizations by means of a written report.
- RAT 5 The graduate will be able to identify the different stakeholders' interests and needs to maximize business value through market and stakeholder research.
- RAT 6 The graduate will be able to recognize the threats and opportunities of a company in its strategy to reach international markets by conducting a SWOT analysis
- RAT 7 The graduate will be able to identify new business opportunities and generate sustainable competitive advantages over time, considering potential market research techniques

### 2.2. Skills

- RAT 8 The graduate will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish, and a third language, particularly English.
- RAT 9 The graduate will be able to apply digital technologies (at the right time) in his/her field of expertise.
- RAT 10 The graduate will be able to understand the changes in international environments in the decision-making process of the company's management, writing a report on a real company case.
- RAT 11 The graduate will be able to analyze troublesome business situations in the management of organizations for the improvement of business management.

- RAT 12 The graduate will know how to organize time to improve their personal and team effectiveness within the framework of business organizations, their environment, and their management.
- RAT 13 The graduate will be able to apply the most relevant research methods in business management and administration, through research-based learning in business management systems.
- RAT 14 The graduate will be able to develop people and talent retention strategies that enable companies to obtain long-term competitive advantages.
- RAT 15 The graduate will know how to solve problems at a business organization's strategic, tactical, and operational levels, considering the interrelation between the different functional and business areas.
- RAT 16 The graduate will be able to identify the specific values of the organization when facing ethical and corporate social responsibility dilemmas applicable to their business sector.
- RAT 17 The graduate can classify business performance indicators for statistical analysis using statistical measurement and data collection tools.
- RAT 18 The graduate will be able to identify the client's needs for the implementation of a strategy based on data analytics.
- RAT 19 The graduate will be able to identify the implicit volatility of business and financial operations through hedging operations and structured products to minimize financial risk at an international level.

### 2.3. Competences

- RAT 20 The graduate will be able to propose innovative, creative and entrepreneurial solutions in situations specific to the professional field.
- RAT 21 The graduate will be able to evaluate the sustainability and social impact of the proposals made with ethical, environmental and professional responsibility.
- RAT 22 The graduate will be able to apply the gender perspective in tasks specific to the professional field.
- RAT 23 The graduate will be able to design an operational plan as an element that generates a competitive advantage for the internationalization of the company, by carrying out a business internationalization project.
- RAT 24 The graduate will be able to design integrated management projects in each functional area of the company.
- RAT 25 Graduates will be able to adapt changes arising from international environments to the dynamics of company management by studying real cases.

- RAT 26 The graduate will be able to design integration plans and programs for the cultural diversity of the company and the different operators that interact in its environment.
- RAT 27 Upon completion of the Master's degree, the graduate will be able to design statistical instruments to obtain data relevant to business management.
- RAT 28 The graduate will be able to restructure the company's operations using transformation tools to implement a strategy that improves business activity.
- RAT 29 The graduate will be able to design IT integration by adapting new technologies to the different functional areas of the company in order to position itself internationally.

### 3. Subject's learning outcomes

The subject-related learning outcomes for this course are the following:

- RAM 1 The graduate will be able to independently research the theoretical knowledge acquired in the development of a real case of company creation/internationalization/research.
- RAM 2 The graduate will be able to accurately develop a business model based on the identification of an unmet or poorly met need in a consumer group.
- RAM 3 The graduate will know how to correctly use information and data as key elements for decision-making, as well as for identifying, formulating, and solving business or research problems.
- RAM 4 The graduate will be able to effectively solve problems at the strategic, tactical, and operational levels of a business organization, taking into account the interrelationship between the different functional and business areas within the company.
- RAM 5 The graduate will be able to appropriately apply interpersonal skills such as listening, negotiating, and persuading to effectively carry out various tasks and assume leadership responsibilities within a workgroup.
- RAM 6 The graduate will be able to appropriately apply critical thinking in the external, administrative, and managerial context of business organizations.
- RAM 7 The graduate will be able to autonomously apply their cognitive skills correctly to professional and business activities.
- RAM 8 The graduate will be able to accurately assess the acquisition, structuring, analysis, and visualization of data and information to critically evaluate the outcomes of such management.

## 4. Formal attributes

### 4.1. Written document

The master's thesis will consist of the preparation of a Word document in PDF format. The delivery of the final document will be done in open format to be able to make the last revision by the tutor, and once the corrections are made you should also upload a copy in PDF through the Virtual Classroom.

The deadline for submitting both documents is indicated in the course calendar. If on that date the document accrediting the master's thesis is not uploaded, students will not have the final grade

### 4.2. Oral presentation

The presentation will be made in a PowerPoint or similar format that helps explain the project.

The defense of the TFM must be carried out in a public session through the presentation and oral defense of its content before an evaluation committee that, at least, must be made up of two professors who preferably teach in the Master's Degree or in the Center, and who have a university degree related to the field of TFM. In order to pass the TFM it will be necessary for the student to obtain a minimum of 5 out of 10 in the grade derived from the presentation and oral defense of the work.

Although the work is group work, its defense is individual and separate. Each student has ten minutes to make their presentation. The visual support must be different for each member of the group. Once the presentation has been made, the panel will ask the questions it deems appropriate to each student for at least 5 minutes. After the court's deliberation, the student individually enters the classroom again and is informed whether or not he or she has passed the master's thesis.

## 5. Recommended structure

### 5.1. Written document

The TFM must be identified with the following information:

- Title of work or project
- Author/authors (participants)
- Program and group
- Year of completion
- Universitat de Lleida – EAE Business School

This identification shall be reflected in the following:

- Cover page
- First page, after the cover and before the index
- In addition, the title will be included as a header or footer in ordinary text sheets.

Proposal for the page design:

- Font and size:
  - o Document management: Georgia 11, Normal.
  - o Titles: Georgia 15, Bold.
  - o Subtitles: Georgia 12, bold.
  - o Footer: Georgia 10, Normal
- Margins and spaces:
  - o Left: De 3 a 4 cm.
  - o Right: De 2 a 3 cm.
  - o Upper: De 2,5 a 3 cm.
  - o Lower: De 2,5 a 3 cm.
  - o Spacing: 1,5 spaces.
  - o Space between paragraphs: 2 spaces.
  - o Alignment: Aligned.
  - o Page number: Bottom right.

## 5.2. Oral Presentation

The use of PowerPoint presentations is recommended, and Prezi is discouraged. The presentation used in the defense shall, as a minimum, contain:

- o Introduction.
- o Objectives and strategies.
- o Main results.
- o Main conclusions

## 5.3. Tentative index

Although the index is indicative and is at the discretion of the group that structure to use, all works must include the following sections or justify previously with the tutor, not including them. The tentative index is as follows:

1. Introduction
2. Executive summary
3. Entrepreneurial team
4. Company background
  - 4.1. Company history



- 4.2. Business philosophy
- 4.3. Current company problems
- 5. External analysis
  - 5.1. Macroenvironment analysis
  - 5.2. Microenvironment analysis
- 6. Internal analysis
- 7. SWOT analysis
- 8. CAME analysis
- 9. Project objectives
- 10. Strategic plan
  - 10.1. Segmentation
  - 10.2. Positioning
  - 10.3. Strategies
- 11. Marketing plan
  - 11.1. Product
  - 11.2. Price
  - 11.3. Distribution
  - 11.4. Promotion
- 12. Schedule of actions
- 13. Economic-financial study
  - 13.1. Marketing budget
  - 13.2. Sales projection
  - 13.3. Projection of financial statements
- 14. Financial viability and contingency plan
- 15. Sustainability plan
- 16. Conclusions
- 17. Bibliography
- 18. Annexes

## 6. Methodology

The methodology applied to this subject, framed within the educational model of EAE Business School, LifEd, is detailed in the following table:

ON CAMPUS FULL TIME MODALITY		
Learning Outcomes	Teaching Methodology	Training Activities
Knowledge	Lecture	Conferences
	Presentation sessions	Student presentations
	Audiovisual-based learning	Analysis of audiovisuals
	Tutorials	Meetings to resolve doubts    Follow-up meetings
Skills	Project work	Problem-solving                                  Information searching and processing Presentation of reports and/or work
	Case-based learning	Information searching and processing Problem-solving
Competencies	Game-based learning	Challenges
	Inquiry-based learning	Research tasks
	Project work	Report preparation                                  Presentation of reports or work

HYBRID MODALITY		
Learning Outcomes	Teaching Methodology	Training Activities
Knowledge	Presentation sessions	Student presentations
	Tutorials	Meetings to resolve doubts    Follow-up meetings
	Audiovisual-based learning	Analysis of audiovisuals
	Reading-based learning	Reviews / Critical analysis
Skills	Project work	Problem-solving                                  Information searching and processing Presentation of reports and/or work
	Collaborative work	Online debates    Discussions of practical cases Collective analysis

	Case-based learning	Information searching and processing Problem-solving
Competencies	Game-based learning	Challenges
	Inquiry-based learning	Research tasks
	Project work	Report preparation reports or work Presentation of

## 7. Grading system

The tutor will evaluate the partial submissions during the development period of the master's thesis, as well as the final document. The submission and its corresponding feedback will be conducted through the virtual classroom of the course, using evaluation rubrics.

The evaluation panel, composed of a chairperson, a secretary, and a member, will deliberate on the final grade for the master's thesis behind closed doors and will inform the student whether the oral presentation has been passed with a "pass" or "fail."

For the final grade of the master's thesis, the weighting of the evaluation elements is as follows:

Activity	Weight
Partial submissions	30 %
Final submission	30%
Oral defense	40 %

There will be 3 partial deliveries with a weight of 10% each on the final grade.

Both partial deliveries and the final delivery will be evaluated through their corresponding rubrics.

The final grade will be available days after the defense, after its publication in the virtual classroom.

Plagiarism is a fraudulent activity, the commission of which can lead to severe sanctions, both academic and legal. Academic honesty is one of the pillars that supports the School's educational commitment, and the members of its teaching community are especially aware and prepared to detect such actions. Given the frequent difficulty in conceptualizing plagiarism, it has been deemed necessary to clearly define its content and scope in these regulations and policies.

Plagiarism is understood as the appropriation of others' work or creations, passing them off as one's own; that is, without explicitly crediting their origin. Plagiarism may consist of the unauthorized total or partial copying of someone else's work or the presentation of the copy as an original work, thereby impersonating the true author. Some examples of plagiarism are:

- Submitting someone else's work as your own, whether the copy is total or partial.
- Paraphrasing a text, altering it slightly to disguise it, but without citing sources.
- Buying or obtaining a work and presenting it as your own.
- Basing a new work on someone else's idea or phrase without citing the original author.

As established in Article 10 of the Academic Code of Conduct for EAE Barcelona students, without prejudice to the academic sanctions resulting from its enforcement, the Academic Committee will take legal action if plagiarism violates applicable intellectual property laws.

## 8. Intellectual property

The intellectual property belongs to the student or students who have participated in its elaboration.

The electronic document supporting the master's thesis will be deposited in the corresponding repository in the Documentation and Resource Center of EAE Business School. For the possible consultation of the final work of the master, each member of the group that prepares the work must leave in writing their agreement on the form available for that purpose. Reproduction in whole or in part of this document by any means is prohibited.

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If the author or authors wish to reproduce the work or project editorially, they undertake to inform EAE of their knowledge and to cite in that medium that such research was carried out in collaboration with EAE Business School.

## 9. Tutoring

### 9.1. Types of tutoring

The tutoring can be:

- **Plenary tutorials:**  
The professor in charge of the three plenary sessions that are held for the entire class group during the academic year will present the guidelines for the preparation and presentation of the master's thesis. They are mandatory attendance in the modality taught.

- **Group tutorials:**

Group tutorials will be taught by the assigned tutor. They may be carried out at the request of the tutor himself or of the members of the group. A minimum of three is recommended before public exhibition of the work.

Group tutorials will be coordinated between the representative of the Working Group and the assigned TFM Tutor and may be carried out outside of school hours, in person or virtually. When the request is made by the students, the dates of the tutorials will be set based on the tutor's availability and with one week's prior email notice. To speed up the process, we invite you to prioritize email communication with your tutor for any questions.

In these work meetings, the students will present to the tutor the progress made with the project and the doubts they have. The tutor will be a support element throughout the project, although it should not in any case replace the initiative, effort and self-learning of the students as occurs in professional reality.

- **Voluntary tutorials:**

Students may request tutoring, which will be set based on the tutor's availability and with one week's prior email notice. To speed up the process, we invite you to prioritize email communication with your tutor for any questions.

## 9.2. Tutors

The tutor for the projects of the entire class group coordinates with the coordinator of the master's thesis for the program. If the opinion or support of an expert is needed, the tutor may consult the faculty. Students are not authorized to consult the faculty on their own initiative.

## 10. Confidentiality

If the team members consider that, due to its nature, or the sources of information used for its realization, or because it derives from the results of their work, the possibility of requesting the registration of a patent, utility model, industrial design, brand or trade name, the TFM must be carried out, defended or deposited confidentially, they will report this to the academic coordinator of their program through the corresponding form. The Academic Coordination area will forward this form to the knowledge area department responsible for final degree and master's degree projects, and to the Documentation and Resources Center.

The exhibition of said works will be carried out behind closed doors.

Organizations, companies or institutions that have contributed to the completion of a TFM through making sources of information that they consider confidential available to students may require the signing of a confidentiality agreement.

## 11. Observations

Failure to submit the master's Thesis implies not obtaining the final degree of the program, even if all the subjects are correctly valued.

Any work that is wholly or partially considered a copy of other previous works or that is made from false data will imply a negative rating of the project and not be able to obtain the title of the program. In the case of using quotations or approaches from previous manuals or works, the name of the author and his bibliographic reference must be indicated in the text itself or at the foot of the page.

Confidential data on undertakings or studies carried out may be avoided. Confidentiality can also be maintained by changing the names of companies or opinions collected for the project.

The final project note may be the same or different for members of the same project team. If it is considered that the different levels of contribution are not identical, different assessments may be given, even if the project is the same.

## 12. Bibliography

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- Thomas, G. How to do your research project. A guide for Students. Sage Publications Ltd., 2022