



PERSONA CIENCIA EMPRESA

UNIVERSITAT RAMON LLULL

**Code:** 80315

**Name of the subject:** Final Project

### GENERAL CHARACTERISTICS

<b>Number of credits ECTS:</b>	6.0
<b>Language/s</b>	
<b>Type</b>	Trabajo de Fin de Grado/Máster
<b>Professor/s</b>	Ramírez Roma, Xavier Olivé Tomàs, Antoni

### DESCRIPTION

#### BRIEF DESCRIPTION AND JUSTIFICATION

The Final Master's Project is considered as one of the essential elements to achieve the competency objectives related to the Master. The objective of the work is to apply all the knowledge acquired in the master in a practical way in the preparation of a business plan and study the profitability and its implementation. Given its importance, the Final Master's Project includes a high number of competences.

#### COMPETENCIES

- CE1 The student should be able to analyze the existing relationships in the global economic environment, the economic factors involved and their impact on the firm. (CE1)
- CE2 The student should be able to understand the accounting of the firm and draw valid conclusions about its economic-financial situation and its future evolution.(CE2)
- CE3 The student should be able to make decisions that are consistent with the company's goal related to investment and the different ways of obtaining financial resources.(CE3)
- CE4 The student should be able to analyze and evaluate the needs of consumers and work in depth the different instruments: product, price, promotion and distribution.(CE4)
- CE5 The student should be able to manage the processes and resources of the firm to achieve customer satisfaction with maximum efficiency and usefulness (CE5)
- CE6 The student should be able to know the legal and social environment in which the company works. (CE6)
- CE7 The student should be able to do the functions of planning, organizing, leading and controlling activities within the company and also to know the legal and social environment in which the company works. (CE7)
- The student should be able to understand the importance and effective use of information technologies in business. (CE8)
- CE9 The student should be able to integrate a range of personal values and decision-making criteria that will help him or her to be a competent and honest entrepreneur. (CE9)
- CT1. Ethical commitment: The student should be able to take ethically justified business decisions. (CT1)
- Analytic thinking: The student should be able to build up hypothesis and analyze systematically the situation in order to determine the causes and their consequences, as well as to think about the necessary steps in the processes and assess the necessary elements to perform the tasks or reach an objective. The student should be able to anticipate in a realistic way the associated obstacles to a situation and plan how to address them. (CT2)
- CT3. Achievement orientation: The student should be able to set targets and evaluate the indicators for quantifying the degree of fulfillment of these objectives. The student should be able to search, select and interpret relevant information for the achievement of objectives. (CT3)

- CT4. Communicative impact and influence in front of experienced and non experienced audience: The student should be able to make a proper conceptual planning (generate ideas to communicate, organize and evaluate the best way to communicate) and to transfer communication using specific software tools suitable for oral and written communication. The student should be able to transmit conclusions and the knowledge and rationale underpinning these to specialist and non-specialists. (CT4)
- The student should be able to assume the role of leader of a team responsibly, setting and communicating high standards for group performance. The student should be able to promote the effectiveness of the team and make sure the rest of the group share objectives and that assigned tasks are properly performed. (CT5)
- CT6. Initiative and Entrepreneurship: The student should be able to address the problems that arise in a business environment and know how to prepare to solve them. The student should be able to adapt to changes in the external and internal environment and turn them into opportunities to achieve established objectives. The student should be able to make selective judgments oriented to choose between one or several possible alternatives, developing sufficient criteria to discern what is a good choice, considering the number of alternatives, the characteristics of each, and their influence on the final. (CT6)
- CT7. Customer orientation The student should be able to serve and satisfy customers' needs models, which means knowing how to search relevant information about the real needs of customers. The student should be able to diagnose the situation of the customer needs and tailor products and services to these needs. The student should be able to show trade ability to achieve these objectives. (CT7)
- CT8. Global and international vision: The student should be able to work in multidisciplinary and multicultural environments. The student should be able to use English as usual in the business environment. (CT8)
- CT9. Mastery of new technologies The student should be able to understand and work in technological and industrial environments, assimilating and incorporating technological advances and organizational changes derived from its implementation in order to ensure quality. (CT9)

## PREREQUISITES

- Requirements legally established to access postgraduate programs.
- Degree in the scientific or technological field.

## CONTENTS

The Final Master's Project consists of the following parts:

Preparation and writing of the business plan supervised by a teacher or a professional.

- The Business Plan provides for the inclusion of the following chapters: Business Idea. Surrounding analysis. Market study. Strategic plan. Plan of marketing and sales. Plan of operations. Organization and human resources. Constitution and types of society. Financial economic plan. Schedule of execution. Conclusions of the Work. Bibliography. Annexes.
- Presentation and defense of the work in front of a court appointed to the effect. The presentation and defense of the work in public session will have a maximum duration of 25 minutes, after which, members will have approximately 15 minutes to perform the questions they seem appropriate. The court will normally consist of three members (President, Secretary and Member), all of them IQS professors or experts from the business environment. The exhibition and defense of the project will be oral and will be accompanied by appropriate supports.

## METHODOLOGY

## TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies

Lectures presenting concepts and procedures	0,5	CE1/CE2/CE3/CE4/CE5/CE6/CE7/CE8/CE9/CT1/CT2/CT3/CT4/CT5/CT6/CT7/CT8/CT9
Practical sessions (exercises, case resolution)	1,5	CE1/CE2/CE3/CE4/CE5/CE6/CE7/CE8/CE9/CT1/CT2/CT3/CT4/CT5/CT6/CT7/CT8/CT9
Assignments by Students	1,5	CE1/CE2/CE3/CE4/CE5/CE6/CE7/CE8/CE9/CT1/CT2/CT3/CT4/CT5/CT6/CT7/CT8/CT9
Seminars or tutorials	1,0	CE1/CE2/CE3/CE4/CE5/CE6/CE7/CE8/CE9/CT1/CT2/CT3/CT4/CT5/CT6/CT7/CT8/CT9
Personal study activities	1,4	CE1/CE2/CE3/CE4/CE5/CE6/CE7/CE8/CE9/CT1/CT2/CT3/CT4/CT5/CT6/CT7/CT8/CT9
Assessment sessions	0,1	CE1/CE2/CE3/CE4/CE5/CE6/CE7/CE8/CE9/CT1/CT2/CT3/CT4/CT5/CT6/CT7/CT8/CT9
Internship in Company		
<b>TOTAL</b>	<b>6,0</b>	

### EXPLANATION OF TEACHING METHODOLOGY

At the beginning of the course, several theoretical sessions are planned, in which the guidelines for the elaboration of the Project and the guidelines for its elaboration will be presented.

Subsequently the student should choose whether to do the work individually or in a group, at most composed of two people.

Next, they choose the topic of the business plan that they want to realize, specifying the sector and the type of company that want to develop. Given the nature of the Master, the work must include production and/or distribution companies, leaving aside financial services or consulting services.

Once this election is made, each group is assigned a Work Tutor who will be the person who will initially authorize the Business plan to be developed and, once authorized, will guide and supervise the elaboration of the work throughout the course.

All the works and projects that the student carries out along the subjects of the Master can have a specific orientation dedicated to the subject and/or sector chosen by the group in the Final Master's Project.

### EVALUATION

#### METHODS OF EVALUATION

Evaluation Methods	Weight	Competencies
Final exam		
Partial exams		
Following up activities		
Homework and presentations		
Experimental work or fieldwork		

Projects	100%	CE1/CE2/CE3/CE4/CE5/CE6/CE7/CE8/CE9/CT1/CT2/CT3/CT4/CT5/CT6/CT7/CT8/CT9
Evaluation of the company or institution		
Participation		

## LEARNING OUTCOMES

The final Master's Project aims to demonstrate the student's mastery of the subjects taken in the Master's Degree, as well as their ability to apply the knowledge acquired to the preparation of the company's creation plan and the study of its viability.

Through the oral defense, students show their ability to defend in front of a specialized auditorium its own project arguing its positions and the applied criteria.

Through the work students must show the degree of acquisition of the competences contemplated both specific and transversal.

## EVALUATION

At the end of the process of elaboration of the Final Master's Project, the different groups deliver it in writing to the teacher responsible for the subject.

The tutor of the group evaluates the technical part of the Business Plan and the development and achievement of the students in some assigned competences. Consequently, it completes a registration form in which, for each of the competences, a rating scale of 3 to 1 is established. (3: Exceed expectations, 2: correct, 1: below expectations).

Finally, the members of the group defend the Final Master's Project in front of a tribunal formed by three members and that may be composed of IQS teachers, in addition to a professional of the business world.

For the student exhibitions a schedule of presentations is established and they have 25 minutes for the oral presentation and 15 minutes to answer the questions raised by the court. The presentations are public.

The court evaluates each of the submitted projects and assigns the corresponding qualification. It also carries out an assessment of the students in the corresponding competences that appear in the registration form that has been completed by the tutor and that will also be filled out by the court, adding, with special emphasis, the competence of communicative impact and influence, valued throughout the oral presentation.

## EVALUATION OF COMPETENCIES

The evaluation of the competences is made through the report of the tutor and through the questionnaire completed by the court during the defense.

## BIBLIOGRAPHY

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<b>DOCUMENT RECORD</b>
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<b>PREVIOUS CHANGES</b>
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<b>LAST REVISION</b>
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September, 13th, Antoni Olivé PhD, Xavier Ramirez PhD.