

Academic Year/course: 2021/22

61774 - Master's Dissertation

Syllabus Information

Academic Year: 2021/22

Subject: 61774 - Trabajo fin de Máster

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 12.0

Year: 1

Semester: Second semester

Subject Type: Master Final Project

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

A subject of these characteristics is based on the flexibility and interaction between the director (s) of the work and the student, so that its development would be based on periodic meetings between student and director (they must themselves determine the frequency of these meetings) in which they will discuss the most important aspects of the subject under study. In these meetings the director will supervise the work of the student and will guide him / her in the different stages of the process until the project reaches the minimum level to be presented.

4.2. Learning tasks

The program offered to the student to help him achieve the expected results includes the following activities ...

Discussion and tutorials with the supervisor in charge of tutoring the project, and personal work of the student (300 hours; face-to-face 5%)

Note: It is expected that tutorials will take place at the Faculty (offline). However, classes would take place semi-on-site or online if it were necessary due to safety reasons.

4.3. Syllabus

As we are not dealing with a normal subject, it is not possible to establish a syllabus for it. It will be the interaction between the director and the student what determines how the research work would be carried out. This interaction will be based on individualized tutorials and personal work of the student.

4.4. Course planning and calendar

This course has three important stages:

1. Selection of tutor and topic

The offer of topics and corresponding tutors will be made public through the website of the Faculty of Economics and Business. Students interested in a topic should contact the tutors, who will decide whether or not to accept the supervision.

Students may also initiate a proposal suggesting a topic and asking supervision to a teacher of the program, who will decide on the convenience of the proposal. Once the acceptance is obtained, the student will communicate it to the Master's Coordinator.

In choosing the tutor and topic, it must be taken into account that if you wish to obtain the specialty of Business Organization, the Master's Dissertation must be carried out in that area. The same happens if you want to obtain the specialty of Marketing and Market Research, in which case the Master's Dissertation must be carried out in that area.

2. Deposit of the Master's Dissertation

The student must deposit their work by following these steps:

a.- Deliver the Master's Dissertation to their supervisor/s, and fill in the deposit form. In this form, the supervisor/s will state through their original signature that they have been informed of the deposit of the project.

b.- Deposit the project through the Electronic Registry.

c.- The deposit will be made effective when the student presents in the Electronic Registry of the University of Zaragoza <https://regtel.unizar.es/> the deposit request, with the approval of the supervisor, together with a copy of the e-mail confirming that you have made the electronic deposit of the dissertation in PDF format.

3. Dissertation Defense

In each academic year, the Faculty of Economic and Business will publish the official calls for the public defense of the Master's Dissertations. Students have the possibility to present their work in two of the calls established for the course

These acts are regulated by the Regulations of the University of Zaragoza and the Regulations of the Faculty of Economics and Business for the preparation of the Final Degree and Master's Thesis.

Students have the possibility to present the report in two of the calls that are established for the course. The dates of these calls will be published on the faculty website.