

61774 - Master's Dissertation

Syllabus Information

Academic year: 2023/24

Subject: 61774 - Master's Dissertation

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

The objective of this non-attendance subject is to confirm that the student is able to organize and integrate the variety of knowledge acquired during the master's degree through the autonomous development of a final work. Thus, the master's final project (MFP) is an original research work related to one of the contents of the master's degree. The work can be presented in two possible formats:

- Article *format* in which case it must contain the sections normally required for this type of publication (introduction, background, theoretical model, empirical contrast if appropriate, results, discussion and conclusions). The indicative length of the paper should be around 30-40 typed double-spaced pages (including tables, graphs and bibliographical references).
- *Thesis chapter* format. In this case, it must follow the usual structure of a chapter of a doctoral thesis in the areas of Business Organization and Marketing and Market Research. Its approximate length in this case will be around 50-60 typed double-spaced pages (including tables, graphs and bibliographical references).

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>): 4.-Quality Education and 8.-Decent Work and Economic Growth.

Requirements and recommendations: In order to defend the MFP it is necessary to have passed the rest of the subjects that make up the programme. It is recommended that the student performs the work in the area of research in which they wish to specialize.

2. Learning results

- To integrate the different knowledge acquired throughout the master's degree and write a document incorporating concepts and methods learned.
- To identify the basic theoretical fundamentals of the research trends on which their research proposal is based, as well as the most appropriate methodology for developing their proposals.
- To appropriately interpret the main findings of their research proposal and discuss their implications and limitations.
- To make contributions that contribute to the development of new ideas or approaches that may represent an advance in the field of business organization or marketing and market research.
- To communicate knowledge and ideas in writing. An original research proposal must be written, clearly stating the aim of the research and its contribution to the existing literature. In addition, the structure of the document must be arranged in such a way that there is a logical concatenation of arguments and that the research question posed is answered.

3. Syllabus

As mentioned above, this subject doesn't have a traditional format, so it is not possible to establish a program for it. The subject is non face-to-face. The interaction between the director and the student will mark the path to be followed in the research work conducted.

In any case, the subject has three important milestones, a detailed description of which can be found on the web page of the Faculty of Economics and Business Administration (<https://fecem.unizar.es/informacion-academica/trabajo-fin-de-grado-y-master/>):

1. Director and line selection
2. Deposit of the work
3. Defence of the work

4. Academic activities

A subject of these characteristics must necessarily be based on flexibility and interaction between the director(s) of the work and the student, so the development of the subject will be based on periodic meetings between the two in which they will discuss the most important aspects of the topic under study. In these meetings the director will supervise the student's work and will guide them through the different stages of the process until the document prepared reaches the minimum level to be presented.

Thus, the program of activities is based on discussion and debate with the teacher in charge of directing the MFP, tutorials and personal work of the student (300 hours; attendance 5%).

5. Assessment system

The student will be able to defend the work within the periods established for each academic year. They are entitled to two calls per academic year. If these deadlines have passed without the defence being passed, the student must re-enrol, choosing a new director and topic.

Prior to its public defence in the desired call, the student will proceed to deposit the document that constitutes the MFP, within the established deadlines, published on the website of the Faculty of Economics and Business, and following the instructions therein.

After that, the student will be summoned (through a call published on the web page) to perform the public defence of the TFM before the corresponding board of examiners.

The criteria for assessment of the work are the following:

1. CONTENT OF THE PROJECT (Maximum 8 points).
 - 1.1. Approach, justification and objectives. (Maximum 2 points)
 - 1.2. Scientific-technical content. (Maximum 4 points)
 - 1.3. Discussion of results and conclusions (Maximum 2 points)
2. QUALITY OF PRESENTATION AND PUBLIC DEFENCE (Maximum 2 points)
 - 2.1. Presentation and public defence (maximum 1 point)
 - 2.2. Discussion of the work and answers to the questions posed (maximum 1 point)

At the end of the defence, the board will send the Secretariat an evaluation report indicating the grade obtained and, if it is less than 5 points, the aspects to be improved.