



Master Thesis  
Master in Business  
Administration (MBA)  
2020/2021



UNIVERSIDAD  
NEBRIJA

## TEACHING GUIDE

**Subject:** Master's Thesis

**Titulación:** Máster in Business Administration (MBA)

**Academic Course:** 2020-2021

**Character:** Obligatory

**Language:** Spanish/English

**Modality:** Face-to-face/Blended/Distance

**Credits:** 6 ECTS

**Semester:** 2º

**Teachers/Teaching Team:** Prof. Mr. Santiago Budría Rodríguez PhD / Prof. Mr. Antonio Alcocer Fernández-Pinilla / Prof. Mr. Ramón Gascón Alonso/ Prof<sup>a</sup>. Mrs. Inmaculada Herranz Perlado / Prof<sup>a</sup>. Mrs. Marina Mattera Emilse PhD / Prof<sup>a</sup>. Mrs. Rebeca Antolín Prieto PhD / Prof. Mr. Manuel Álvarez Sáez / Prof. Mr. Francisco Javier Navarro Meneses PhD / Prof. Mr. Andrés Jerónimo Arenas Falótico PhD / Prof. Mr. Geoffrey Ditta PhD / Prof<sup>a</sup>. Mrs. María Teresa González Mac Dowell / Prof. Mr. Michael de José Belzunce / Prof. Mr. José Antonio de la Lastra Fernández

### 1. COMPETENCES AND LEARNING OUTCOMES

#### 1.1. Competences

##### Basic Skills:

**CB6.** Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

**CB7.** That students know how to apply the knowledge acquired and their ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study.

**CB8.** That students are able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

**CB9.** That students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

**CB10.** That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

##### General Skills

**CG2.** The student must be able to systematically understand relevant company information, its context and how to apply it to complex situations, taking into account how it affects other departments.

**CG3.** The student must master business information analysis techniques.

**CG5.** The student must be able to communicate, in a business environment, correctly both orally and in writing, using the most current technology.

**CG6.** The student must be able to act autonomously in the planning and implementation of business projects and decisions.

**CG7.** The student must be able to perform different roles within a company team, particularly that of a leader.

**CG8.** The student must be able to recognize the need for change in the company or in one of its departments and must have the necessary skills to manage it.

**CG9.** The student must be able to act autonomously within a framework of responsible freedom, in the business environment.

**CG10.** The student must be able to add value to the company through their creativity and participation.

**CG11.** Ability to integrate the values and policies of effective equality in the organization and governance of the company, especially between women and men and attention to disability.

### **Specific Skills**

**CE1.** Understand and handle new concepts in the area of human resources for the exercise and supervision of the management of teams and people.

**CE2.** Generate new management skills and integrate them into the business and team management environment

**CE4.** Analyze the strategic situation of a company and its product or service, and make decisions for the implementation of the marketing strategy embodied in a marketing plan.

**CE6.** Analyze and interpret accounting information, with the ability to use it in decision making in the business environment.

**CE7.** Analyze and interpret the accounting and financial value of a company, and be able to use that information in decision-making in the field of the company.

**CE8.** Ability to develop the vision, mission and cultural values of an organization, and thus be able to define objectives, policies and strategies necessary for the future of the company and the monitoring and control processes thereof.

**CE9.** Analyze and interpret the company's Balanced Scorecard with its key indicators, and be able to use it in decision-making in the business environment.

**CE10.** Being able to evaluate and reorganize the operational and logistical processes of a company for its improvement in the business environment.

**CE11.** Determine the viability of a business idea from the in-depth study of all aspects related to the opportunity (human, financial, economic, environment, etc.).

**CE12.** Integrate the knowledge of the different areas of the company learned in the Master and apply them in the preparation of the final Master's Project.

**CE13.** Obtain, analyze and evaluate relevant information that allows you to develop knowledge applied to business sciences, oriented to the creation and management of companies.

**CE14.** Implement in professional practice, the knowledge and other skills acquired in the subjects.

**CE20.** Integrate the knowledge acquired, analyze it critically and evaluate the information in the business field.

### **1.2. Learning Outcomes**

Evaluate the adequate acquisition of all the skills of the program by presenting a scheduled work, which shows the acquisition of these skills.

## **2. CONTENTS**

### **2.1. Previous Requiriments**

Have taken or be taking the remaining subjects.

### **2.2. Description of the contents**

Master Thesis is to achieve vertical integration of all the knowledge and capacity of all the materials of the degree so that helps get a profile capabilities consistent with the objectives of the Master. The aim of the Master's Thesis is to create a situation in which the student is forced to exercise in processes of decision-making under pressure, limited time and lack of information, as close as possible to situations that must face who runs a company. Work will be individual, will be led by a tutor, it will be specified in a document that has to be defended in a professional presentation to a panel of teachers and professional prestige and importance in the

business world. Such written document can be a usable item later as a tool in a job selection interview.

### 2.3. Formation activities

<b>Formation activities</b>		
<b>Face-to-face Modality:</b>		
Formation Activity	Hours	Percentage of presence AF
AF1	0	0%
AF2	10	0%
AF3	10	0%
AF4	90	0%
AF5	30	0%
AF6	10	100%
<b>Modality Blended:</b>		
Formation Activity	Hours	Percentage of presence AF
AF1	0	0%
AF2	10	0%
AF3	15	0%
AF4	90	0%
AF5	25	0%
AF6	10	0%
<b>Modality Distance:</b>		
Formation Activity	Hours	Percentage of presence AF
AF1	0	0%
AF2	10	0%
AF3	12,5	0%
AF4	100	0%
AF5	17,5	0%
AF6	10	0%

**Teaching Methodologies:**

**Modality Face-to-face:** MD2; MD3; MD4

<b>Modality Blended:</b> MD2; MD3; MD4	
<b>Modality Distance:</b> MD2; MD3; MD4	
<b>TEACHING METHODOLOGIES OF THE PROPOSED TITLE</b>	
Code	Teaching Methodologies
MD2	Cooperative Learning
MD3	Problem Based Learning (PBL)
MD4	Master class

### 3. EVALUATION SYSTEM

#### 3.1. Grading system

The final grading system will be expressed numerically as follows:

- 0 - 4.9 Fail (SS)
- 5.0 - 6.9 Pass (AP)
- 7.0 - 8.9 Notable (NT)
- 9.0 - 10 Excellent (SB)

The mention of "academic honors" may be awarded to students who have obtained a grade equal to or greater than 9.0.

#### 3.2. Evaluation Criteria

Modality Face-to-face; modality blended; modality distance.

##### Ordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE6 Defense in Academic Panel		
Methodological aspects: Bibliographic and / or documentary sources consulted, correction and adaptation of the methodology.	25 %	25 %
Contributions of the work: Relevance, originality, interest and justification of the contributions of the work.	25 %	25 %
Formal aspects of the written document: Structure, clarity in the presentation of ideas and correctness of the language.	25 %	25 %
Presentation of the work and oral defense before the Academic Panel: Clarity of the presentation and oral defense before the Academic Panel, capacity for synthesis and transmission.	25 %	25 %
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

##### Extraordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE6 Defense in Academic Panel		
Methodological aspects: Bibliographic and / or documentary sources consulted, correction and adaptation of the methodology.	25 %	25 %
Contributions of the work: Relevance, originality, interest and justification of the contributions of the work.	25 %	25 %
Formal aspects of the written document: Structure, clarity in the presentation of ideas and correctness of the language.	25 %	25 %
Presentation of the work and oral defense before the Academic Panel: Clarity of the presentation and oral defense before the Academic Panel, capacity for synthesis and transmission.	25 %	25 %
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

The Academic Panel will be made up of at least three professors who act as President, Vocal and Secretary.

The professor who acts as President of the Academic Panel must be a Doctor. If the Department or Faculty approves it, the member may be an expert of recognized prestige in the field. In addition, you can invite other experts from the sector. In no case may the tutor-Director of the Master's Final Project be included. In order to establish the composition of the tribunal, the criteria indicated in the University Regulations for Final Master's Work of the Nebrija University have been followed.

### **3.3. Restrictions**

#### Minimum qualification

To successfully pass any subject / subject, the student must pass the final exam in person. That is, in the final exam, a grade equal to or greater than 5 on a scale of 0-10 must be achieved, with 0 being the minimum grade and 10 the maximum.

#### Writing rules

Special attention will be paid in the written assignments, practices and projects, as well as in the exams both the presentation and the content, taking care of the grammatical and spelling aspects. Failure to comply with the acceptable minimums may result in points being deducted in said work.

### **3.4. Plagiarism warning**

The Antonio de Nebrija University does not tolerate plagiarism or copying under any circumstances. Plagiarism is considered the reproduction of paragraphs from texts of authorship different from that of the student (Internet, books, articles, work of colleagues ...), when the original source from which they come is not cited. The use of quotes cannot be indiscriminate. Plagiarism is a crime.

If this type of practice is detected, it will be considered Serious misconduct and the sanction provided for in the Student Regulations may be applied.