

**COURSE DATA****Data Subject**

Code	40073
Name	Master's final project
Cycle	Master's degree
ECTS Credits	30.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
2069 - M.U. Gestión de Negocios Internacionales (2007)	Faculty of Economics	2	Second term

Subject-matter

Degree	Subject-matter	Character
2069 - M.U. Gestión de Negocios Internacionales (2007)	5 - Master's final project	End Labour Studies

Coordination

Name	Department
ANDREU SIMO, MARIA LUISA	43 - Marketing and Market Research
PEREZ CABAÑERO, CARMEN	43 - Marketing and Market Research

SUMMARY

The project is an **extended piece of independent work on a topic** which has the approval of the iMBA programme representatives.

The topic may be suggested by the student or the course team (during seminars, sessions, etc.) but in all cases the topic has to be connected to the International Marketing specialization. This usually involves an in depth investigation of one particular aspect of a topic covered by the taught modules or a related aspect not formally covered.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Students will have completed a Bachelor or Degree studies that has given him/her skills in business management. Students have taken the subjects of the first and second semester of the master.

OUTCOMES

2069 - M.U. Gestión de Negocios Internacionales (2007)

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Conocer la complejidad de la gestión internacional de los negocios y comprender los factores clave del éxito de los proyectos internacionales.
- Conocer y evaluar distintas aproximaciones conceptuales y saber utilizar con destreza métodos, técnicas y herramientas en el contexto empresarial global.
- Ser capaz de identificar y analizar información compleja y con incertidumbre.
- Ser capaz de tomar decisiones en situaciones de complejidad internacional y valorar sus consecuencias.
- Desarrollar un proyecto de fin de máster sobre un tema de investigación, teniendo en cuenta la necesidad de síntesis, planteamiento de objetivos, proceso metodológico y aplicación en un contexto internacional.

LEARNING OUTCOMES



Learn the steps needed to carry out the Master Thesis.

Understanding the need for research to carry out the Master Thesis.

Design objectives for the Master Thesis of academic interest and business.

Justify the research methodologies, methods and processes used in carrying out a project.

Develop a Master Thesis on international marketing that allows going in depth in the approaches acquired in the subjects of the Master and proposing a practical application of the subject under study.

Demonstrate the ability to perform work independently on a topic of international marketing management under the guidance of a tutor.

Present, explain and defend his or her work in a Viva.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	300,00	100
Attendance at events and external activities	15,00	0
Preparation of evaluation activities	5,00	0
Preparation of practical classes and problem	40,00	0
Development of a final project	670,00	0
TOTAL	1030,00	

TEACHING METHODOLOGY

The Master Thesis is supported as necessary by a series of lectures, seminars and workshops, aimed at providing a basis for research philosophy, methodology and methods.

In the International Marketing Research module, students analyze different research methodologies – both qualitative and quantitative – that can give support and orientation for the empirical research conducted in his or her Master Thesis. Furthermore, students will receive guidelines from seminars and meetings with supervisors (one-to-one tutorials) about the following topics:

- The process of development the Master Thesis
- Selecting the topic for the Master Thesis
- Objectives of the Master Thesis
- Structure of the Master Thesis
- Theoretical context of the Master Thesis
- Research methods for the Master Thesis
- Presentation of research findings and oral presentation of the Master Thesis



The Module Leaders will assign the supervisors based on the topic. The supervisor is a PhD member of the Department of Marketing at the University of Valencia.

EVALUATION

Written or oral exams consisting of theoretical questions and case studies or other practical exercises.

REFERENCES

Basic

- Biggam, J. (2011). *Succeeding with Your Master's Dissertation: A Step-by-Step Handbook*. Open University Press, McGraw Hill Education.
- Davies, M.B. & Hughes, N. (2007). *Doing a Successful Research Project. Using Qualitative or Quantitative Methods*, 2nd edition. Palgrave Macmillan
- Ridley, D. (2012). *The Literature Review: A Step-by-Step Guide for Students*. SAGE Publications. SAGE Study Skills Series
- Turabian, K.L. (2013). *A Manual for Writers of Research Papers, Theses, and Dissertations*, 8th edition: Chicago Style for Students and Researchers (Chicago Guides to Writing, Editing, and Publishing). University of Chicago Press.
- Wisker, G. (2007). *The Postgraduate Research Handbook. Succeed with your MA, MPhil, EdD and PhD*, 2nd edition. Publisher Palgrave Macmillan