

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

Code	41041
Name	Master's final project
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. Period
2010 - M.U. en Estrategia de Empresa	Faculty of Economics	1 Annual

Subject-matter

Degree	Subject-matter	Character
2010 - M.U. en Estrategia de Empresa	4 - Master's final project	End Labour Studies

Coordination

Name	Department
CAMPOS CLIMENT, VANESSA	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

The Master's Thesis is conducting a research on issues related to the formulation or implementation of competitive strategies and control and / or corporate real contexts (academic track), or in the approach of a relevant research question and timely, as a doctoral thesis proposal (research itinerary). The final dissertation work will take place throughout the academic year, focusing most of its load in the second half

PREVIOUS KNOWLEDGE



Relationship to other subjects of the same degree

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

Other requirements

OUTCOMES

2010 - M.U. en Estrategia de Empresa

- Conocer las principales líneas de investigación abiertas en el área de la dirección de empresas y su estado de desarrollo actual
- Dominar las metodologías y procedimientos de investigación propios del área de la dirección de empresas
- Utilizar la información y el conocimiento de forma efectiva, manejando convenientemente las tecnologías de la información, buscando, analizando y evaluando información externa e interna compleja, así como compartiendo el conocimiento
- Pensar de modo crítico: organizar el pensamiento, analizar, sintetizar y valorar. Esto incluye identificar asunciones, evaluar evidencias, detectar lógicas o razonamientos falsos, identificar valores implícitos, definir términos y conceptos adecuadamente y generalizar de manera apropiada
- Tener habilidades de comunicación oral y escrita para presentar ideas y conocimientos de una forma coherente y ajustada a los estándares de las revistas o ámbitos científicos de dirección de empresas y estrategia
- Dominar la terminología y el lenguaje sobre economía y dirección de la empresa, en al menos una lengua extranjera, y saber expresarse con fluidez en la misma tanto oralmente como por escrito.
- Reconocer en el campo de la dirección y estrategia de la empresa cuestiones importantes y no resueltas que merecen ser estudiadas y, a partir de ellas, ser capaz de desarrollar investigaciones (tanto individualmente como en equipo) para generar conocimiento que tenga implicaciones significativas de carácter teórico y/o práctico
- Students can apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.
- Students are able to integrate knowledge and handle the complexity of formulating judgments based on information that, while being incomplete or limited, includes reflection on social and ethical responsibilities linked to the application of their knowledge and judgments.
- Students can communicate their conclusions, and the knowledge and rationale underpinning these, to specialist and non-specialist audiences, clearly and unambiguously.



- Students have the learning skills that will allow them to continue studying in a way that will be largely self-directed or autonomous.

LEARNING OUTCOMES

1. Knows the major research lines in the area of business management and its current development status
2. Masters the research methodologies and procedures specific to the area of business management

DESCRIPTION OF CONTENTS

1. Final Master Thesis

The characteristics of the Master's thesis must conform to the itinerary chosen by the student.

In the academic profile of the master, the work will focus on aspects related to the formulation or implementation and control of competitive and / or corporate strategies in real contexts. It may consist of the proposal of complete strategic plans or of works that analyze in depth any real specific problem, such as the strategic diagnosis of any company, organization or sector, the proposal and assessment of strategic options in real contexts, the design of actions of implementation and control systems of strategies, or any other subject related to these aspects. When the authors agree to this, these works will be published online, forming a think-tank on business strategy that will be very useful for future students, alumni, managers, consultants and for all those interested in the problems of strategic management.

In the research profile, the Master's Final Project will consist of the presentation of a relevant and timely research question, as a doctoral thesis proposal. The work should be structured including the following aspects:

- a. The research question (s) that are proposed for the Doctoral Thesis.
- b. The theoretical framework on which the approach is based to answer said question.
- c. The hypothesis or preliminary propositions in which the research question is specified.
- d. Design of the empirical study that aims to perform.
 - i. Type of methodology to be used and justification of it.
 - ii. Sample or context that will be used in the empirical study.
 - iii. Plan to obtain the necessary data or information.
 - iv. Analysis of the viability of the study (possibility of access to information, financial capacity to carry out the study, etc.).

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Development of a final project	90,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

Tutorials and autonomous work of the student

EVALUATION

The evaluation will consist of the presentation and defense of a final master work before a committee composed of at least two doctors from master teachers among those who supervise master thesis. The assessment must take into account the reports made by the / the supervisor on the achievement of competence of the student.

In order to defend the work students should have passed two-thirds of the credits required

REFERENCES**Basic**

- Los materiales y referencias bibliográficas para la realización del Trabajo de Fin de Máster serán los que el estudiante necesite, y contará para ello con los recursos bibliográficos de la Universitat de València y el asesoramiento de su tutor.