

COURSE SYLLABUS

1. COURSE DESCRIPTION

Degree:	Administración y Dirección de Empresas (English teaching)
Double Degree:	Derecho y Administración y Dirección de Empresas (English teaching)
Course:	RESEARCH SKILLS FOR FINAL DEGREE PROJECT (Desarrollo de Habilidades para la Elaboración del Trabajo de Fin de Grado - English teaching)
Module:	VIII: Professional Development
Department:	Business Organization and Marketing
Term:	Second term
Total Credits:	6
Year:	3rd / 5th
Type of Course:	Obligatory
Course Language:	English

Teaching model:	C1	
a. General/background:		50%
b. Theory-into-practice/developmental knowledge-building		50%
c. Guided Academic Activities:		



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2. COURSE COORDINATOR

Course coordinator: Carmen Cabello Medina

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3. ACADEMIC CONTEXT

3.1. Course Description and Objectives

To know the method and available resources, as well as to develop the abilities that are needed in order to prepare and defend the Final Degree Project

3.2. Contribution to the Training Plan

Research Skills for Final Degree Project is the first course in the Module of Professional Projection, and it is in the second term of the third year. The knowledge and abilities acquired in this course will help students to successfully complete their Final Degree Project (in the fourth year). It also represents an essential base for their future Postgraduate studies, as well as for their professional growth.

3.3. Recommendations or Prerequisites

There are no special requirements. However, it is recommended a depth understanding of the basic concepts acquired throughout the degree studies. This knowledge will facilitate the understanding and analysis of the information obtained from different sources, as well as the implementation of the suitable methodology for the Final Degree Project.

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4. SKILLS

4.1 Degree Skills Developed during this Course

Instrumental skill:

- Tasks organization and planning
- Decision making
- Analysis and searching of information from several sources

Personal skills:

- Critique and self-criticism
- Team working
- Ethical commitment

Systemic Skills:

- Self learning
- Creativity
- Motivation for work quality

4.2. Module Skills Developed during this Course

1. To act according with social responsibility criteria, equal opportunities and values of a peace and democratic culture.
2. To understand the method and to develop the abilities which are needed in order to prepare and defend the Final Degree Project.

4.3. Course-specific Skills

Cognitive (Know...): to know methodological aspects and the available resources for the Final Degree Project.

Instrumental (Know-how...): To know how to implement the method, to select and use the available information resources, to analyze and present the information.

Attitudinal (Be...); proactivity, ethical commitment, critical attitude.

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5. COURSE CONTENT (COURSE TOPICS)

PART ONE: GENERAL BACKGROUND

Chapter 1: The process of preparation of Final Degree Project

Chapter 2: How to identify the Topic

Chapter 3: Information Resources (On-line)

Chapter 4: Defining the research problem and theoretical background.

Chapter 5: Research strategies and data gathering methods

Chapter 6: How to write and defend the Final Degree Project

Besides, in each chapter, the students will work on the skills needed for preparing their Final Degree Project: Effective reading, writing, time management, avoiding plagiarism.

PART TWO: THEORY-INTO-PRACTICE/DEVELOPMENTAL KNOWLEDGE-BUILDING

General topics for the Final Degree Project in the Business Administration Degree:

- Organization
- Human Resources Management
- Marketing and market Research
- Strategy
- Accounting and Management Control
- Finance

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6. METHODOLOGY AND RESOURCES

Research Skills for Final Degree Project is a C1 subject which implies that General/background (Basic Learning) represents the 50%, and Theory-into-practice/developmental knowledge-building (Practice and Development Learning) represents the other 50%.

- In the part of Basic Learning, in groups of 60, the students will acquire the theoretical knowledge about the research process and the available resources for realizing their Final Degree Project. Besides, in this part, the students will be provided with some rules and tools useful for the Project: time management, effective reading, writing in the academic context, avoiding plagiarism, and so on.
Chapter 3 (Information Resources) is conducted on-line.
- In the part of Practice and Development Learning, in groups of 20, the students will implement the knowledge acquired in the General/background part, by working on each of the general topics in Business Administration. (Organization, Human Resource Management, Marketing and market Research, Strategy, Accounting and Control Management, and Finance). The students will work to identify the most relevant issues in these general areas, as a previous stage to select the topic of their Final Degree Project.

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7. ASSESSMENT

The final grade will be calculated according to the following formula:
 $0.5A + 0.5B = \text{FINAL GRADE}$

A) Basic Learning (50%):

For Basic Learning, students will be assessed by means of continuous assessment based on a set of assignments to be completed over the semester. Students that do not pass this continuous assessment will be able to attend an exam in the official date in June and July.

Except for Chapter 3 (Information Resources), for the continuous assessment of Basic Learning (40%), we will proceed as follows:

In each session, when it is required, the student will have to present his assignment in a paper document (Word or Power Point, as indicated by the professor). The assignments will be assessed with the following scale: 0, 25%, 50%, 75%, 100%, depending on the clarity of the arguments presented as well as the observance of the formal aspects which are relevant in the academic context.

Chapter 3 will be assessed by means of a test on-line (10%).

Passing the Basic Learning part is a necessary condition to pass the course.

B) Practice and Development Learning (50%):

Practice and Development Learning will be also assessed by means of continuous evaluation, based on a set of assignments on the main topics in the Business Administration Degree.

For students officially enrolled in this course, continuous assessment obtained on Practice and Development Learning will be valid through final evaluation periods for the current academic year, but not for the following academic year.

Student mobility:

Those UPO students who are not able to attend seminars due to being abroad under official mobility programs (Socrates-Erasmus, Séneca, Atlanticus...) will have an exam, or work that will be clearly defined, in order to obtain the 100% of the grade. Students in this situation must inform the responsible lecturers before the 30th of April. Any failure to inform the teacher in the given date can only be waived if it comes supported by the Academic Coordinator of the student's mobility contract.

Please Note: In compliance with Title II, Chapter II, Articles 12.2 and 14.3 of the Normativa de Régimen Académico y de Evaluación del Alumnado (signed in Consejo de Gobierno de la Universidad Pablo de Olavide de Sevilla on July 18, 2006): "With regard to essays or other homework, plagiarism and/or the use of unoriginal material—including information obtained from online sources—without explicit and proper citing (and, where required, the express permission of the author), may warrant a grade of FAIL for the module, in addition to any other applicable academic sanctions warranted by academic misconduct on the part of students. [...] After consulting professors, students and any other university bodies deemed



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necessary, the Director of the Department responsible for the module in question will decide on the need for further measures including an official academic integrity hearing.

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8. BIBLIOGRAPHY

GENERAL READING

Bell, J. (2006) Doing your research project: a guide for first-time researchers in education, health and social science. Maidenhead, Berkshire, England : Open University Press

Blaxter, L., Hughes, C., Tight, M.(2006) How to Research (3rd Edition)
Buckingham, GBR: Open University Press

Cordón García, J.A. et al (2010). Las nuevas fuentes de información: información y búsqueda documental en el contexto de la web 2.0. Ed. Pirámide. Madrid.

Ferran, N., Pérez-Montoro, M. (2009). Búsqueda y recuperación de la información. Editorial UOC, Barcelona

FURTHER READING

Brown Reva Berman. Doing your dissertation in business and management. ISBN: 1412903513

Denscombe, Martyn. The good research guide for small-scale research project, 3rd. ed. ISBN: 0335220223

Etherington, K. Becoming a reflexive researcher: using ourselves in research. ISBN: 1843102595

Fisher, C. Researching and writing a dissertation: an essential guide for business students. ISBN: 9786612664038

Forsyth, P. How to write reports and proposals. ISBN: 074945655

Hernández Forte, Virgilio. Mapas conceptuales: la gestión del conocimiento en la didáctica ISBN: 978-970-15-1281-4

Hernández-Sampieri, R y otros: Metodología de la investigación. Mc Graw Hill, ISBN: 970-10-3632-8.

Thomas, Alan Berkely. Research skills for management studies. ISBN: 0415268990.