

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

- To act according with social responsibility criteria, equal opportunities and values of a peace and democratic culture.
- To understand the method and to develop the abilities 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.

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). Besides, students may be required to prepare some activities during the class.

The assignments will be assessed with the scale 0, 25%, 50%, 75%, 100%, following the criteria below.

Criteria for the assessment of Basic Learning (*)	
Questions are correctly and clearly answered. Wording and format are appropriate.	1
Some but not all the main issues are identified. Limited reference to the documents consulted. Some weaknesses in the argumentation. Minor problems in wording and format.	0,75
Few main issues are identified. Very limited reference to the documents consulted. Relevant problems in wording, argumentation and format.	0,5
Not clear ideas. Weak arguments and minimum effort. Unsatisfactory wording and format.	0,25
Assignment not delivered. Inappropriate answers. Serious problems of wording, argumentation and format.	0

(*) *The level of proactivity, ethical commitment and critical attitude will be always taken into account.*

This part of Basic Learning represents the 40% of the full evaluation.

Chapter 3 will be assessed by means of activities and test on-line, and represents the 10% of the full evaluation.

Students that do not pass the continuous assessment of Basic Learning will be able to attend an exam in the official calls: "course call" and "resit call".

Passing the Basic Learning part is a compulsory step in order to calculate the average mark for passing the course.

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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.

The mark obtained by the students in the continuous evaluation of Practice and Development Learning will be kept in the two final calls: “course call” and “resit call”. According to the art. 8.2d of the Normativa de Evaluación de los Estudiantes de Grado¹, the evaluation of Practice and Development Learning cannot be retaken.

Other useful information on evaluation

“Course call” for students in mobility programs and special circumstances

Regarding the “course call”, for those UPO students who were not able to attend seminars due to being abroad under official mobility programs, being member of high level sport programs, and other proved exceptional circumstances, will be applicable the art. 7.3 of the Normativa de Evaluación de los Estudiantes de Grado.

Plagiarism Consequences

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 will warrant a grade of FAIL for the module, in addition to any other applicable academic sanctions (Art. 18.2 of the [Normativa de Evaluación de los Estudiantes de Grado](#)).

¹ Normativa de Evaluación de los Estudiantes de Grado, signed in University Government Council May 27th, 2014, available in:
<https://upo.gob.es/opencms/AlfrescoFileTransferServlet?action=download&ref=29c3de26-80d5-43c0-a3b8-682187fe36f8>

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8. BIBLIOGRAPHY

GENERAL READING

- Bell, J. (2010). *Doing your research project: a guide for first-time researchers in education, health and social science*. 5th Edition, Maidenhead, Berkshire, England: Open University Press.
- Blaxter, L., Hughes, C. and Tight, M. (2010). *How to Research* (4th Edition): Maidenhead, Berkshire, England: 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*. Madrid: Pirámide..
- Ferran, N. and Pérez-Montoro, M. (2009): *Búsqueda y recuperación de la información*. Barcelona: UOC,.

FURTHER READING

- Brown, R.B. and Saunders, M.N. (2006). *Doing your dissertation in business and management*. London: SAGE Publications Ltd.
- Denscombe, M. (2010). *The good research guide for small-scale research project*, (4th Edition). Maidenhead, Berkshire, England: Open University Press.
- Etherington, K. (2004). *Becoming a reflexive researcher: using ourselves in research*. London: Jessica Kingsley Publishers.
- Fisher, C. (2010). *Researching and writing a dissertation: an essential guide for business students*. (3rd Edition), Essex, England: Pearson Education Limited.
- Forsyth, P. (2013). *How to write reports and proposals*. (3rd Edition), London, United Kingdom: Kogan Page Limited.
- Hernández Forte, V. (2006). *Mapas conceptuales: la gestión del conocimiento en la didáctica*. Alfaomega Grupo Editor.
- Hernández Sampieri, R; Fernández Collado, C.; Baptista Lucio, P. (2006). *Metodología de la investigación*. (4^a Edición), Mc Graw Hill/Interamericana.
- Kulshrestha, D.; Kumar, S. and Jain, K. (2013). *Research skills for management studies*. A.K.Publications.