

COURSE SYLLABUS

1. COURSE DESCRIPTION

Degree:	Administración y Dirección de Empresas (English teaching)
Double Degree:	Administración y Dirección de Empresas y Derecho (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:	A0	
a. General/background:		100%
b. Theory-into-practice/developmental knowledge-building		
c. Guided Academic Activities:		



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2. COURSE COORDINATOR

Course coordinator: Carmen Cabello Medina and Gloria Cuevas Rodríguez

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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 present the Final Degree Project

3.2. Contribution to the Training Plan

Research Skills for the Final Degree Project is the first course in the Module of Professional Projection, and it is in the second term of the third year (fifth year in the Double Degree). 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 basis for their future Postgraduate studies, as well as for their professional growth.

3.3. Recommendations or Prerequisites

An in-depth understanding of the basic concepts acquired throughout the degree studies is recommended. This knowledge will facilitate the understanding and analysis of the information obtained from different sources, as well as the implementation of a suitable methodology for the Final Degree Project.

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4. SKILLS

4.1 Degree Skills Developed during this Course

Instrumental skills:

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

Personal skills:

- Criticism and self-criticism
- Teamwork
- 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 peaceful and democratic culture.
- To understand the method and to develop the abilities needed in order to prepare and present the Final Degree Project.

4.3. Course-specific Skills

- Cognitive: to get to know methodological aspects and the available resources for the Final Degree Project.
- Instrumental: to know how to implement the method, to select and use the available information resources, and to analyze and present the information.
- Attitudinal (Be): proactivity, ethical commitment, critical attitude.

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5. COURSE CONTENT (COURSE TOPICS)

PART ONE (8 sessions): BASIC RESEARCH SKILLS FOR THE FINAL DEGREE PROJECT

Chapter 1: The process of preparation of the Final Degree Project

Chapter 2: How to identify the Topic

Chapter 3: Information Resources (On-line)

Chapter 4: Defining the research problem and the theoretical background.

Chapter 5: Research strategies and data gathering methods

Chapter 6: How to write and present 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 (6 sessions): THEORY-INTO-PRACTICE/BUILDING PRACTICAL SKILLS FOR THE FINAL DEGREE PROJECT IN SPECIFIC AREAS/TOPICS OF MANAGEMENT

- 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 the Final Degree Project is an A0 subject, which implies that its teaching continues the line of Basic Learning although the subject has an eminently practical content. The teaching will be organized in groups of 30 students maximum.

PART ONE (8 Sessions): Basic Research Skills For The Final Degree Project

These sessions are structured in order to facilitate students the acquisition of theoretical knowledge about the research process, methodology 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.

All 8 sessions will guide students in a progressive way to develop their proposal of Final Degree Project (FDP), from the selection of a topic to the defense of their FDP.

PART TWO (6 sessions): Theory-Into-Practice/Building Practical Skills For The Final Degree Project In Specific Areas/Topics Of Management

In these sessions, students will implement the knowledge acquired in the part one, by working on each of the general topics in Management. (Organization, Human Resource Management, Marketing and market Research, Strategy, Accounting and Control Management, and Finance).

RESOURCES:

- For the teaching of these sessions, the university has proper rooms with computer equipment and audiovisual aid
- Besides, for students work out of the room, there are available students and team work areas distributed along the campus.

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7. ASSESSMENT

Sessions of PART ONE will value 70% of the final grade. Sessions of PART TWO will value 30% of the final grade.

Passing PART ONE is a compulsory step in order to calculate the average mark for passing the course.

The knowledge and skills developed in **PART ONE** 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 the sessions of part one, we will proceed as follows:

After each session, the students will have to present their assignment in paper document (Word or PowerPoint, as indicated by the professor). Besides, the students may be required to prepare some in-class activities.

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

At the end of each session, students will know the specific criteria used to assess each assignment.

Chapter 3 will be assessed by means of activities and on-line tests.

PART TWO, organized in specific workshops, will be also assessed by continuous assessments.

Students that do not pass the continuous assessment will be able to attend an exam in the official calls (end-of-course call and/or resit call).

Other useful information on evaluation

The End-of-Course call for students in mobility programs and special circumstances

Regarding the end-of-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 regards 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



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applicable academic sanctions (Art. 18.2 of the *Normativa de Evaluación de los Estudiantes de Grado*).

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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.