

## 1 MASTER PROJECT

### 1.1 Master Project

The Master Project is a key component of the MBA Programme and is the last academic requirement that the participants in MBA Programme have to fulfill before they are conferred their degree. Upon successfully completion, students will be awarded 6 ECTS credits.

The Master Project can take the following formats:

- A Business Plan, aimed to foster an entrepreneurial spirit
- An Master Thesis, aimed at demonstrating the participant's research abilities
- Consulting Project, aimed to give students the opportunity to put their business knowledge into practice under guided conditions.

There is a Tutor Coordinator for each of the project options. The coordinator is in charge of contacting the student and the most appropriate tutor depending on the subject of his Master Project.

#### 1.1.1 The Business Plan

Starting up a new business is an adventure that demands not only resourcefulness, but also hard work and persistence. The course provides information on critical milestones and challenges faced by entrepreneurs in their start-up journey, from inception through growth and exit. It seeks to equip you with concepts, frameworks, and insights into the process of identifying an idea and turning it into a successful new venture.

This is a great opportunity to experience the entrepreneurial process in a laboratory; an essential test before students become a 'real' entrepreneur.

As a preparation for those students who chose the "Business Plan" option, this course seeks to assist you in:

- Developing a broad **definition of entrepreneurship**
  - Independent entrepreneurship, corporate entrepreneurship or intrapreneurship, social entrepreneurship.

- Grasping and using a **model that integrates four main dimensions of entrepreneurship**
  - the entrepreneurial team, the opportunity, the resources, and the context
- Identifying, developing, assessing, and pitching **new ideas**
  - Identifying ideas for new ventures
  - Developing your ability to present ideas in a concise, compelling way
  - Assessing the potential of new business ideas to become business opportunities
- Developing an awareness of the possibilities and limitations of different **business models**
- Integrating your previous knowledge in the development of a **business plan**

Students are given outlines on how to write the Business Plan.

### 1.1.2 The Master Thesis

This is a major research paper aimed at demonstrating the participant's research abilities. The participants choose the subject of the thesis and develop an original and individual work, formulating research questions and applying research theories and methodologies to provide a contribution. This contribution can be a new perspective on an existing theory, the application of a theory in a real case or the solving of a research question through fieldwork.

The thesis can have three different formats:

- Theoretical: based on an extended literature review and an original synthesis or a new perspective on a topic
- Empirical: based on original fieldwork conducted by participants using qualitative/quantitative methodologies
- Research Case Study: based on studying in depth a certain theme or issue in a single organization (or small number of organizations)

### 1.1.3 Consulting Project

This is a Project agreed upon with a company and carried out under the academic supervision of a tutor who is a member of faculty and under the supervision of a designated contact person in the company in question. Both will follow and monitor the student's progress throughout the duration of the project. Both the quality of the project and its relevancy for meeting the company's requirements are evaluated. Students will not only have their performance monitored via interim reports but will be required to present their findings and recommendations as part of the final project. The Consultancy project is a good opportunity for students to put their business knowledge into practice.

Students are given outlines on how to write the final Project.

## **1.2 Assessment of the Master Project, Full time MBA**

According to Royal Decree 1393/2007 of October 29<sup>th</sup>, published in the *Boletín Oficial del Estado (BOE) num. 260*, 30<sup>th</sup> October 2007, p.18770, it is mandatory to draft, present and publicly defend a master project for all official master degrees in Spain (Art. 15.3). This defense will be conducted before a Board of Examiners.

The Executive Director of the Full time MBA will appoint the Board of Examiners that will assess the Master Project, Full time MBA. Two or three faculty members will be appointed for the Board of Examiners.

After the Board of Examiners is formally constituted, the defense will last for twenty minutes and it will consist of two parts:

### **Presentation of work Public Defense**

The participant will be given a maximum of 15 minutes to present the main results of his or her research Project. During this time, the Board of Examiners cannot interrupt the presentation.

### **Questions and discussion**

The Board of Examiners will put questions to the participant and will discuss the submitted final version of the Master Project, Full time MBA. This part will take no more than 5 minutes.