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Final Degree Project: Undergraduate Thesis

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Departments	Dept. of Operations, Innovation & Data Sciences
Teaching Languages	Spanish
ECTS	6
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Course Goals

The general learning objectives of this course are for students that successfully complete their TFGs to:

- Have integrated the knowledge throughout the Program, as well as further develop the skills and competences they have worked on over the course of program.
- Be able to apply the acquired knowledge to address a complex topic related to the world of organizations.

Greater details will be provided on the objectives of each of the different TFG options/modalities.

COMPETENCES

2. Application of knowledge to achieve results
4. Conveying information and/or knowledge
9. Creativity and innovation
10. Intellectual curiosity (`enlightened professionalism')
15. Comprehension of relational networks

CONTENT

1. Introduction

This course is different from others because it is not organized by content or subject blocks but, rather, by phases that will unfold as students progress in each of the three TFG options.

Essentially, the three TFG options/modalities are as follows:

- Final Degree Project: Business Plan (TFG:BP), consisting of a new organization (company or social enterprise) project, analyzed from a global and multi-functional perspective. Students are expected to create business plans under the supervision of an Esade academic tutor. With this option, students can define their BPs individually, in pairs or, in exceptional cases, in groups of 3.

- Final Degree Project: In-Company Business Project (TFG: IP), consisting of a project to develop in accordance with a proposal presented by the company promoting the project. Students are expected to write a report on the project under the supervision of an Esade academic tutor.

- Final Degree Project: Bachelor¿s Thesis (TFG: TG), consisting of a tutor-guided research project. Completing this process will allow students to learn about the importance of key aspects such as problem-formulation, defining the methodology to be used, rigorous data treatment, sourcing relevant bibliographical reference texts, etc.

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Specific information is provided on each of the TFG options in the following sections in terms of available resources, schedules and feedback components for tutorials and project completion.

2. Final Degree Project: Business Plan (TFG: BP)

As mentioned, the BP can be carried out individually, in pairs or, in exceptional circumstances, in groups of 3. Students must propose their choice of project, as well as the members of their teams, the moment they specifically choose the BP option/modality. If students do not have a specific business idea they want to develop, Esade will propose several ideas from which they can choose.

What does the TFG Business Plan option consist of?

The Business Plan (TFG:BP) offers students the opportunity to put into practice and consolidate the knowledge they¿ve acquired throughout the Program by preparing a Business Plan (BP), using the indicated content and selecting the appropriate tools to:

- Look for and find a business idea;

- Assess the idea and demonstrate that it represents a real opportunity;

- Design a business model that allows the identified opportunity to be exploited; and finally,

- Quantify and plan the new organization¿s launch through the implementation of a range of functional strategies.

Additionally, both the written Business Plan as well as its final public presentation are considered part of the learning objectives of this course and will be graded.

To help them prepare their business plans, students will have the support of a tutor throughout the search, assessment, modelling and planning processes for the new company or business.

The tutor will be a business expert, with vast experience and an expert in preparing and guiding business plans.

The BP will be presented as a report, which the students will then present orally.

Writing and presenting the BP requires:

a. A written report of no less than 5,000 words but no more than 8,000. Students will work on their plans progressively and in keeping with a predefined schedule, submitting three deliverables before submitting the final version. The dates and content of all three deliverables are described in detail on the TFG-BP course website. Uploading all the deliverables is compulsory to be able submit and defend the final version.

To present the BP, students should take into account the instructions received from the course coordinator and/or tutor. The corresponding documents must be submitted via the course website.

b. Present the business idea, like a pitch for investors, taking into account instructions received from the course coordinator and/or tutor.

c. Submit their partial and final BPs as stipulated in the corresponding schedule in order to monitor their progress drafting and completing the business plan.

What content should the report cover?

The basic report structure is as follow:
- Identify the business idea for the business plan.
- Assess the idea in terms of the opportunity it represents.

- Design a business model that allows to feasibly exploit the identified opportunity.
- Undertake a market analysis and study the stakeholders involved in the business model to consider its viability and scalability.
- Prepare a marketing plan to launch the new business, including sales forecasts and a sales plan.
- Create an operations plan to enable the project¿s efficient implementation.
- Define a human resources plan that helps provide the project with adequate personnel.
- Prepare a financial plan that will permit assessing the new company's economic-financial viability as well as show its possible appeal as an investment opportunity, helping to "sell" the project.
- Define a risk and contingency plan.

In addition, the course aims to provide students the possibility of integrating all the knowledge and skills acquired during the Program in a practical manner and with a high degree of independence. This is achieved by applying all those skills and knowledge to the new company project, the study of its viability and the creation of a plan to launch it, taking into account both operational questions as well as the project's necessary legal framework.

How do students choose their ideas for the business plan and how are tutors assigned?

Students can identify or define their business ideas in one of two ways:
- Students already have an idea they want to develop via their BPs;
- Students don¿t have a specific idea or are considering various options. In this case, the BP course coordinator and/or assigned tutor will help students find and decide on their business ideas.

All students will receive support from a tutor to search for and develop their ideas, as well prepare their actual business plans. The course coordinator will assign a tutor to each project from among the team of tutors collaborating with Esade on this kind of project.

What resources do students have available?

A presentation will be given on the Final Degree Project: Business Plan, which includes detailed instructions on the assignment¿s required format and traits. Furthermore, students will also be provided with focused yet sufficient information on the course website on both the content as well as the formal and discursive characteristics their business plans have to include.

3. Final Degree Project: In-Company Business Project (TFG: IP)
The In-company Project (IP) allows students to take advantage of their experience in carrying out or participating in projects undertaken for organizations and use this experience for their TFGs.

Students have to meet some requirements in order to be able to opt for this TFG.

Specifically, their projects have to:
- Be authorized by the organizations in question.
- Require applying the relevant knowledge acquired by students during their Program studies, e.g., their knowledge from specialties such as marketing, operations, strategy, accountancy, finance, etc.
- Be supervised by an Esade academic tutor who will advise students and assess their work.

Based on their previous experience, students are expected to produce two key outputs:
(1) A written report on the project, ranging in length from 6,000 to 10,000 words, and with the content and structure detailed below.
(2) A 10-minute presentation of their work to an examination board, explaining their projects¿ key

characteristics in a concise, clear and engaging way.

The IP project report structure and content have to be as follows:
- Executive summary of the project
- Explanation of the project's raison d'être: what needs and/or opportunities does it seek to address; why and what the desired results are (the WHYs and WHATs of the project).
- Detailed description of the activities to be carried out to achieve the project's intended results (action plan), the schedule for these activities (project phases), the organization of these activities (who will do what and with what resources), the monitoring system to verify the project's progress (HOW), a possible contingency plan, and an overall estimate of the project¿s cost.
- Project outcomes (if the project has already been completed)
- Justification of the project design, including a review of its pros and cons.
- Other relevant data: bibliography and information sources, graphs, etc.

Students are expected to submit a draft of their project report (preliminary report) halfway through the course. Uploading the draft is compulsory to be able to submit and defend their final reports.

4. Final Degree Project: Bachelor's Thesis (TFG: TG)
What does the Bachelor's Thesis consist of?

The Bachelor's Thesis (TFG: TG) option offers students the opportunity to carry out a short research project. Students are thus required to:

a. Write a final text no less than 8,000 words long and no more than 30,000. Students have to work on their theses progressively. Consequently, in keeping with their tutors' instructions, students will present 2 intermediary draft versions of their projects (February and April) before submitting the final versions (the day before the beginning of final presentations in June). Students have to submit all these documents via the course website. Uploading the drafts is compulsory in order to be able to submit and defend their final theses.

b. Give a 10-minute presentation on their projects at a set time on the dates established for this. To this end, students will upload the document (PPT file) for their presentations together with their final theses.

c. Actively and responsibly collaborate with their tutors and comment on the draft versions submitted in order to monitor their progress and continue writing their theses.

What does a "research project" mean?

There are different types of research projects. The most common are described below, ranging from the most conceptual to the more applied and practical:

- Conceptual: a clearly organized review of academic literature on a specific topic. It implies identifying and reviewing research articles in this area.

- Empirical: This implies analyzing and interpreting data gathered through an empirical study and presenting the process and conclusions that can be derived from the previous analysis and interpretation of the data.

- Applied: This consists of analyzing and interpreting how things are done in a specific company or sector regarding any issue that may be relevant to improve managerial performance.

Students can choose between one of these research formats, but, to a large extent, this depends on the specific area of research and the selected tutor.

How are the research areas chosen and tutors assigned?

To ensure that the learning process is as efficient and effective as possible, students will work on their theses under the supervision of a tutor. Tutors can be chosen in one of two ways:

- Students can choose a topic that interests them from a specific range of research projects that are already underway (the list is published on the course website). Researchers, who are either Esade Lectures or Academic Assistants or students in the Esade PhD Management Sciences Program, will lead these projects. They will act as tutors for the students that want to do research in their respective areas of expertise. The list of available projects and the deadline to choose topics and tutors are published on the course website.

- Alternatively, if students have a clear idea about the topics they want to research and there are no related topics on the list, they should inform the track coordinator. To opt for this type of thesis, we recommend students contact and obtain prior agreement from a Lecturer who is prepared and willing to serve as their thesis tutor.

What resources do students have available?

Information on both the content, as well as the formal and discursive traits research projects have to include, is provided on the course website. This information provides both a macro perspective (addressing the traits of the different sections reports have to include) and a micro perspective (referring to the discursive resources that enable authors to prepare and present academic texts). Students will find links and documents on the website to help them successfully carry out their projects, specifically:
- Templates for the different types of research projects
- Resources to search for information
- Information on how to organize bibliographical references
- And requirements to submit the different thesis versions.

Furthermore, tutors will provide students advice on how to successfully write excellent final projects in terms of quality and within the established deadline.

METHODOLOGY

We have designed the TFG as a learning opportunity that is essentially based on independent study for which students will be provided with what can be referred to as "milestones" to guide them.

These milestones are as follows:

- An introductory session, which will explain what the different TFG options/modalities involve, their learning objectives, study dynamics, the resolution of initial queries and the available resources and tools.

-Individual tutorials, during which TFG tutors will monitor students progress and provide individual feedback.

-TFG presentation sessions on the dates established by Program Management at the end of the academic year before panels of three tutors.

- TFG modality websites: There is a specific website for each type of TFG, with all the necessary resources to successfully carry out this project. The websites include details about the deadlines and assessment criteria for each modality. Students will also use these sites to upload the documents required to complete their respective TFGs.

-Communication with tutors
Individual tutorials can be held either in person or online and can vary with regard to the chosen TFG modality.

Students will choose the TFG modality in which they're interested when registering for the following academic year. The deadline to change options is the end of November. Once this deadline has passed, students will not be able to request a change. Consequently, it is important for students to consult the guide before making their decisions and, if necessary, contact the coordinators if they need further information.

Assessment criteria
Assessment criteria:

- Participation in tutorials (In IP and TG options/modalities)
- Partial delivery of TFG draft versions
- Final TFG
- Oral presentation of the TFG

The assessment criteria and their weighting for students¿ final grades, that is, the weight of the different elements serving to assess students, are described in detail on the course website for each TFG modality.

BIBLIOGRAPHY
Faculty will post the bibliography on the course website, specifying the relevant texts for each modality.

Prerequisits

· **Writing Skills:** Demonstrated ability to write clearly and coherently, as evidenced by prior coursework or publications.
· **Registration:** Formal registration for the modality of choice with the university's graduate office or relevant department.
· **Timelines and Deadlines:** Adherence to the timelines and deadlines established by the department for thesis submission and defense

Description

Course contribution to program

The TFG is an opportunity for students to integrate the knowledge acquired from the range of courses studied, in addition to the skills developed through the various learning scenarios offered by the Program. In this sense, undertaking this course and, in particular, the quality of their TFGs will demonstrate the degree to which students have achieved the program's learning objectives.

Furthermore, completing the TFG represents a real and holistic means to ensure their educational development through the degree program in three fundamental areas:

a. Foster students' ability to organize themselves

b. Be familiar with different issues and problems in all their complexity
c. Apply the knowledge acquired through tasks that truly reflect professional activity.

Short description

The Final Degree Project (hereafter, "TFG") is an opportunity for students to apply the knowledge and tools they have acquired during the Program, as well as assist them in searching for opportunities to put those tools and knowledge into practice.

To ensure the successful completion of this personal project, students can turn to their designated tutors for guidance and supervision. However, students should bear in mind that carrying out the TFG is ultimately down to them, as they will have to complete the TFG on their own time as detailed below.

6 ECTS = 150 hours of work by students

- Independent study: approximately 130 hours
- Tutorials: between 15 and 20 hours

Program Learning Objectives

BBA20-Bachelor of Business Administration (BBA)

- Global Mindset and Perspective
    - Propose strategic actions aligned with the objectives of companies and organisations that take into consideration the complex global environment in which decisions are made, including their global impact.

- Communication Skills
    - Communicate effectively ideas and arguments orally.
    - Communicate ideas and arguments effectively in written form.

- Systemic Thinking
    - Analyse a business problem using tools, frameworks and perspectives in an integrative way.

- Self-Development
    - Work autonomously and independently with awareness of one's strengths and weaknesses.

PROGRAMS

BBA15-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA15 Year 4 (TFP)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 4 (TFP)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBE20 Year 4 (TFP)