

# FINAL DEGREE PROJECT REGULATION

SCHOOL OF BUSINESS AND ECONOMICS  
2024-2025 ACADEMIC YEAR



CEU  
*Universidad  
San Pablo*

## **1. INTRODUCTION: GENERAL CONSIDERATIONS**

The Final Degree Project is a report or study carried out individually by the student under the direction of a tutor. It integrates and develops the received training content, skills, competences and abilities acquired during the Degree.

It is for this reason that both, the subject as well as the format and extension of the work must be adapted to the professional criteria of the current labour market. For that reason, each Area of Knowledge will decide the extension and the general subject that is offered, trying to respect the orientations marked from the Faculty (extension between 30 and 40 pages, annex and graphs apart).

The offer of Final Degree Project carried out by each of the Areas of knowledge of the different Departments will be available to students through the website.

## **2. ROLE OF THE SUPERVISOR-TUTOR**

All FDPs will be conducted under the supervision of an academic tutor, appointed by the Department, who will act as the director of the FDP. The functions of the tutor will be to supervise the student in making decisions that affect the structure of the work, methodology, treatment of topics, correct presentation and bibliographic orientation, facilitate the management and, when appropriate, the evaluation of the FDP.

Preferably, all teachers with permanent ties to the University will act as tutors, regardless of their dedication, as well as teachers without permanent ties whose dedication is full-time, belonging to one of the Departments that teach in the corresponding Degree.

The Department the tutor belongs to will be responsible for his replacement, temporary or permanent, when there are cases of prolonged absence or the end of the hiring of that professor with San Pablo-CEU University.

At the end of the academic year, the teacher-tutor must complete an assessment report. The date will be determined by the Dean's Office of the Faculty and adjusted to the established criteria, which includes the student's compliance with the time plan, work carried out, objectives met by the student and, in short, an overall assessment of the FDP.

Although this evaluation report will have no weight in the final grade of the work, it will be sent to the members of the tribunal in charge of evaluating the FDP for their knowledge and orientation.

The final version of the work must be sent to the tutor in pdf format via blackboard at least one week before the date proposed by the Faculty as final delivery so that he/she

can read it carefully and apply the fraud detection tool available at the University. Both the student and the tutor will be aware of the plagiarism level determined by the tool.

### 3. REGISTRATION REQUIREMENTS

In order students to be able to enrol in the Final Degree Project, they must be able to complete the degree in that academic year and, therefore, be enrolled in all degree credits.

### 4. PROCEEDING FOR CHOOSING SUPERVISOR AND TOPIC

Students enrolled in the Final Degree Project will choose the topic of the work according to the places offered by the Departments, using as a scale for this assignment purpose the **academic record** of the student in their degree studies. In addition to this objective criterion, those students who do not comply with the regulations established by the Faculty and who have been the object of a warning or a sanction will be penalized. The seriousness of such faults will mark the numerical penalty and, therefore, the loss of positions in the classification.

For the project assignment, students will be called according to the obtained place in their corresponding degree (see date and place on the School website). The choice of topic and teacher-tutor is personal. It is very important checking the **CEU email**.

The teacher-tutor of the project will be maintained in both, ordinary and extraordinary call within the same academic year (if the project is presented in September special call the student will have the right to maintain the same tutor). If the student does not attend any of the previous calls - or fails- her or she must restart the process of choosing a FDP in the following academic year with the conditions established at that time.

### 5. REQUIREMENTS FOR CHOSING THE FINAL DEGREE PROJECT IN ENGLISH

#### **FOR STUDENTS IN DEGREES ENTIRELY IN ENGLISH TAUGHT (INTERNATIONAL DEGREES) AND CEU-BU BILINGUAL PROGRAM**

Students of Business Management Degree and Business Management and Marketing Degrees who are able to enrol in the Final Degree Project may do so in English according to the number of English offers. Students belonging to the CEU-BU Program are also eligible for the same status.

## **6. EVALUATION CRITERIA OF THE PUBLIC DEFENSE**

### **ORDINARY CALL**

Projects will be evaluated by Tribunals formed by 3 professors, preferably doctors of the area/s of the academic discipline/s of the work, designated for the purpose by the Dean's Office of the School of Business and Economics, at the proposal of the Department Directors. Each Final Degree Project will receive a unique grade that will be the result of applying the arithmetic mean between the grades attributed to the work by each of the members of the Tribunal.

For the oral defense of the project the student will have a maximum time of 10 minutes, followed by another 20 minutes to answers the questions or comments, if any, made by the members of the Tribunal.

The evaluation records of the projects will be signed by the members of the Tribunal. They will reflect the final score assigned by the court.

Three copies of the project must be submitted on paper at the Academic Registry of the School, as well as one copy in electronic format (pdf) with the following name:

"FDP DEGREE (GAD, GMK, GNF, GIT) SURNAME NAME YEAR 2019-20.pdf"

through the Campus Virtual (Blackboard) in the activity called FDP (or TFG), within the established period.

### **EXTRAORDINARY CALL**

In case of failing or not presenting the project in the established period for the Ordinary Call, student may, after the appropriate corrections of the work, if necessary, and under the advice of his tutor, proceed to defend it in the Extraordinary Call. For that purpose, he or she must deposit the project in the new dates determined by the Academic Secretary of the School of Business and Economics Sciences, following the same process as in the Ordinary Call (see dates published on the Web Site of the School).

## 7. FINAL EVALUATION OF THE STUDENT

	<i>Weighting</i>
<b>Written work</b>	<b>60%</b>
I.- Formal aspects	
1. Order and clarity in the structure of the paper (5%).	
2. Formal correctness (spelling, wording...) (5%)	
3. Up-to-date and adequate bibliographical references (5%).	
II.- Use of the Theory and Methodology of the work.	
4. Clarity in the formulation of hypothesis/objectives and problems (10%).	
5. Theoretical contribution and/or data treatment (15%).	
6. Coherence and adequacy of conclusions (based on the approaches) (5%).	
7. Relevance: originality, innovation and applicability (15%).	
<b>Presentation and exposition</b>	<b>40%</b>
8. Oral presentation: structure and vocabulary of the oral discourse (20%)	
9. Arguments provided and adequate answers to the questions posed by the panel (20%).	

All project may be checked by the fraud detection tools available at the University, such as SafeAssign or Turnitin. Any project with a sufficiently high percentage of coincidence (according to the guidelines of the used software) in at least one of the tools will be considered fraud. Any project with a sufficiently high percentage of coincidence (according to the guidelines of the tool used) with another project by the same author will be also considered redundant publication and will be treated in the same way as plagiarism cases. If the situation of redundant publication occurs in two works of the same call, both will be considered redundant publications. Even if the tool does not detect a high coincidence, the work can be considered plagiarism by the members of the court as long as they can reliably prove it. In any of the previous cases, the project will automatically obtain a grade of zero in the corresponding call, without prejudice to additional sanctioning actions that may be taken by the Faculty of Business and Economic Sciences.

## 8. FRAUD DETECTION TOOLS

Projects could be submitted to the fraud detection tools available to the University, such as SafeAssign or Turnitin. Any work with a sufficiently high percentage of coincidence (according to the guidelines of the tool used) in at least one of the tools will be considered

fraud. Any work with a sufficiently high percentage of overlap (according to the guidelines of the tool used) with another work by the same author will be considered redundant publication and will be treated in the same way as cases of plagiarism. If the situation of redundant publication occurs in two papers of the same call, both will be considered redundant publications. Even in the case that the tool does not detect a high coincidence, the work can be considered plagiarism by the members of the tribunal as long as they can prove it. In any of the above cases, the work will automatically obtain a grade of zero in the corresponding call, without prejudice to any additional sanctioning actions that may be taken by the School of Economics and Business Administration.

Therefore, the final version of the work must be sent to the tutor in pdf format at least one week before the date proposed by the Faculty so that the fraud detection tool could be applied if considered.

## 9. USE OF ARTIFICIAL INTELLIGENCE TOOLS

Artificial intelligence (AI) is defined as the scientific discipline concerned with creating computer programs capable of performing operations comparable to those carried out by the human mind, such as learning or logical reasoning (RAE, 2024). AI tools such as ChatGPT, Bing Chat (Microsoft), Bard (Google), or Perplexity are gaining popularity in various fields, including academic research.

### Considerations When Using AI Tools in Academic Work:

- **Authorship:** AI is not human and, therefore, cannot be considered the author of the content it generates. The same query may yield different responses, implying a lack of reproducibility. Additionally, these tools do not typically provide sources for their responses and cannot assume responsibility for their content.
- **Accuracy of Information:** AI-generated responses may contain incorrect or fabricated information due to the use of unreliable sources. It is essential to cross-check and verify any information obtained through these tools.
- **Plagiarism:** There is a risk that AI-generated responses may be similar or identical to other works, which could result in plagiarism. Ensuring the originality of the content and properly citing any AI-generated material is fundamental.
- **Responsibility:** As authors, we are responsible for the accuracy and rigor of our work. We must ensure the reliability of the information we include.
- **Consultation with Tutors:** It is crucial to discuss with academic tutors the relevance and acceptance of AI tools in academic work, as opinions and policies may vary. The

decision to allow or prohibit AI use depends on the professor/tutor and their respective area of knowledge.

### **How to Cite AI-Generated Content in APA Style:**

The American Psychological Association (APA) has provided guidelines for citing information from AI tools such as ChatGPT.

1. **Description of Use:** In the "Materials and Methods" section or the "Introduction" of your work, detail how you used the tool, including its name, version, developer, and any other relevant information. This should always be done after obtaining approval from your tutor regarding AI usage.
2. **In-text Citation:** Provide the text of the query you made and any relevant part of the AI-generated response.
3. **Citation Format in the Text:**
  - **Parenthetical citation:** (OpenAI, 2024)
  - **Narrative citation:** OpenAI (2024)
4. **Reference in the Bibliography:**
  - **Format:**

Author of the model. (Year). Model name (version) [Model description]. Developer. URL

- **Example:**

OpenAI. (2024). ChatGPT (November 23 version) [Large language model].  
<https://chat.openai.com/chat>

Failure to transparently cite the use of AI systems will be considered plagiarism, classified as a serious offense under Article 10, section I) of the University's Student Regulations, with the application of the penalties established in Article 13 of the same regulations and a grade of zero in the corresponding assessment.

## **10. CLAIMS ABOUT THE FINAL MARK**

Student may request the revision of his or her grade in the FDP from the Tribunal that has evaluated the project within two days of the official grades publication. For that purpose,

the student must submit a written request to the President of the Tribunal, who, within two days after the request submission, must explain and justify the grade.

If, after the review, the student disagrees with the corrections and the note obtained in the FDP, he or she may submit a complaint that must be motivated and in writing, to the Directorate of the Department FDP is attached, with a copy to the Director of the Degree and the Dean's Office. The claim shall be submitted within 3 working days from the date on which the last review was carried out. The management team of the Department, together with the Director of the Degree, will appoint a Tribunal for the revision of the FDP qualification which will be formed by three professors from the corresponding Area (or other related areas), excluding those who initially evaluated the FDP.

The new Tribunal shall be established within 10 working days of the complaint being filed. This Complaint Tribunal shall record its decision in a reasoned report that the Department's management team shall communicate to the interested parties and send to the Secretariat so that, where appropriate, the appropriate modification of the academic record may be carried out.