COURSE DESCRIPTION

COURSE: FINAL PROJECT
4TH YEAR; SEMESTER: 2ND

DEGREE: MARKETING

IN-CLASS TEACHING

ACADEMIC YEAR: 2018/2019

SCHOOL OF BUSINESS & ECONOMICS
1. COURSE IDENTIFICATION

1.- SUBJECT:

Name: Final Project
Code: c409
Year (s) course is taught: 4th
Semester (s) when the course is taught: 2nd
Type: Obligatory
ECTS of the course: 6
Hours ECTS: 30
Language: Spanish and English
Modality: In-class teaching
Degree (s) in which the course is taught: Marketing
School of Business and Economics

2.- ORGANIZATION OF THE COURSE:

Department: Not applicable
Area of knowledge: Not applicable

2. LECTURERS OF THE COURSE

1.-LECTURERS:

<table>
<thead>
<tr>
<th>Instructor in charge</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Paloma Saá Teja (Degree Coordinator)</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>91 456 63 00 (ext. 15376)</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:paloma.marketing@ceu.es">paloma.marketing@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>JRB-1.17</td>
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</table>

Lecturers: Each student will be assigned a Lecturer for the Final Project who will be responsible for directing and following up the student’s work. The Lecturer and student can communicate via the University Virtual Campus.

2- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

Solid, fundamental knowledge of the technical and practical bases in the economic and business world.
Location, selection and use of economic and business information relevant to decision-making applicable to the specific problems presented in the Final Project.
4. SKILLS

1- SKILLS

| BASIC SKILLS | BS1 | Students should have demonstrated that they have gained knowledge of and understand an area of study at a level beyond secondary education that, even though based on advanced text books, it also includes aspects that are acquired from knowledge deriving from the state-of-the-art of the field of study. |
| BS2 | Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study. |
| BS3 | Students should have the capacity to collect and interpret relevant data (usually within their area of study) to form opinions based on reflection on relevant topics of a social, scientific or ethical nature. |
| BS4 | Students should be capable of communicating information, ideas, problems and solutions to both a specialist and non-specialist audience. |
| BS5 | Students should have developed the learning skills required for pursuing further studies independently. |

| GENERAL SKILLS | GS1 | Capacity for analytical and critical thinking |

| CROSS-CURRICULAR SKILLS | CCS1 | Good command of a modern language for academic and professional purposes while acquiring oral and written communication skills. |

| SPECIFIC SKILLS | SS3 | Capacity of critical analysis in quantitative and qualitative terms, including data analysis, interpretation and extrapolation to a given business reality. |
| SS4 | Capacity to listen, negotiate, persuade and communicate effectively in writing, using traditional methods of the business world, such as the preparation and presentation of reports about particular situations of companies and markets. |
| SS5 | Capacity to understand and use information technologies applied to business and to identify the relevant sources of economic information and their contents. |
| SS8 | Capacity to design a national or international marketing plan, using all the marketing-mix tools and variables, following a process of research, planning, execution and control of strategic decisions adapted effectively to the environment and the organization. |

2.- LEARNING OUTCOMES:

Learning outcomes

Be able to demonstrate the capacity to draw up a professional, scientific report as well as the ability to communicate the information contained in that report orally.

5. EDUCATIONAL ACTIVITIES

1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

| Total hours of the course | 180 |
6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- Not applicable

2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
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<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE15</td>
<td>Evaluation of Final Project</td>
<td>100%</td>
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</tbody>
</table>

3.- DESCRIPTION OF ASSESSMENT CRITERIA:

EXAMINATION SESSION (ORDINARY)

Projects will be evaluated and graded by Tribunals made up of three Lecturers, preferably Doctorate holders from the academic discipline relevant to the Project, proposed by the Faculty’s Department Directors and designated by the Dean’s Office of the Economics Faculty. The members of the Tribunal will receive the Project prior to the public defence by the student in order to read the work. Each Final Project will be graded with a single mark, calculated by taking the average of the marks awarded for the project (content and oral presentation) by each member of the Tribunal. In order to determine the grade for the Project, the following parameters will be taken into consideration:

- Content and Structure: 60% of the grade.
- Oral presentation and defence: 40%. In this presentation, the student must demonstrate his/her capacity to express themselves verbally and to argue rationally, in both the oral presentation and in their responses to the questions/observations put forward by the Tribunal members.

The student will have 15 minutes to present the Project orally and a further 15 minutes to reply to the questions asked by the Tribunal.

During the course, the Final Project Lecturer/Tutor will hand in 3 reports to the Dean’s Office, assessing the development of the student’s Final Project. These reports will not carry any weight in the final grading of the Project. The reports will be given to the Tribunal President when the Project is evaluated.

The Projects must be handed in in paper, in triplicate (one copy for each member of the Tribunal) to the Faculty of Economics Academic Secretary’s Office within the period stipulated by that office. An electronic version must also be provided which will be kept in that office.
EXAMINATION SESSION (EXTRAORDINARY)

In the event of a student failing to meet the criteria for a pass grade to be awarded, or not handing in the Project within the stipulated period during the Ordinary Examination Session, the student may, after undertaking the relevant corrective action, if that is the case, and under the supervision of the Final Project Lecturer, repeat the defence of the Project in the Extraordinary Examination Session. The Project must be deposited in the Academic Secretary’s Office in accordance with the newly established time limit stipulated by the Faculty of Economics Academic Secretary’s Office, following the same procedure as in the Ordinary Examination Session.

7. COURSE SYLLABUS

1.- COURSE SYLLABUS:

To be decided by the Final Project Lecturer

8. BIBLIOGRAPHY

1.- BASIC BIBLIOGRAPHY:

To be decided by the Final Project Lecturer

2.- ADDITIONAL BIBLIOGRAPHY:

To be decided by the Final Project Lecturer

3.- WEB RESOURCES :

To be decided by the Final Project Lecturer.

All the relevant subject material is available on the Faculty website.


9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information) will result in a Fail grade not with standing the pre-established penalizations.