EVALUATION CRITERIA FOR THE FINAL DEGREE PROJECT SET BY THE DIFFERENT TEACHING UNITS

ECONOMÍA PÚBLICA

1. Content and Structure (60%): The work must contain at least the following aspects:
    a. Clear identification of the problem or issue under analysis.
    b. Adequate and coherent structure of the work.
    c. Use of a methodology appropriate to the object of the work.
    d. Use of updated statistical information according to availability in each case.
    e. Analysis of the data, looking for the causes of their behaviour and evolution; inclusion of graphs and tables that reinforce the arguments and conclusions of the work.
    f. Fulfilment of the rules of style: correct academic language, complete and updated bibliography, coherence in the conclusions and originality and topicality of the work.
2. Exposition (40%): In assessing the exposure, the members of the panel will take into account the following aspects.
    a. An orderly, convincing and clear exposition summarizing the main conclusions reached with the completion of the work.
    b. Adequate use of language and exposure time. Use of technical language.
    c. The student must be able to respond conclusively to questions about the written work and the presentation posed by the Court.
    d. The student must argue and defend the conclusions provided.

1. **General Criteria**:

   Foster capacity for initiative: willingness to take action, create opportunities and improve results without the need for an external requirement to push it, inspired by self-responsibility and self-management.

   Promote the capacity of work planning organization. The tutor's evaluation should take this competence very much into account. Non-compliance or unjustified delays in scheduled deliveries should be penalized.

   Foster the capacity for autonomy. Ability to perform a task independently, executing it from start to finish, without the need for any help or support. This capacity does not mean that in certain stages or specific tasks the student cannot be advised.

2. **Specific, depending on the topic**:

Academic work (methodology of social science research) Acquire experience and become familiar with all stages of the research activity. It should be assessed: 1. The identification of the problem to be investigated and the hypothesis proposal. 2. The description of the state of the matter according to academic literature 3. Drawing conclusions using the proposed methodology 4. The drafting of the TFG as an academic research article.
Technical/descriptive report/plan: treatment of statistical data that provide conclusions for business decision making and/or public policy adoption. Acquire experience and become familiar with data and techniques for the analysis of economic information. It will be especially valued: 1. Obtaining statistical data from original sources 2. The ability to synthesize and process large amounts of information. 3. The ability to draw the right conclusions. 4. The visual and graphical presentation of the results.

Essay (reading texts and critical analysis with some depth of an economic problem). Critical analysis and reasoned positioning with respect to an economic problem or certain theories. It will be especially valued: 1. The diversity of sources/authors consulted 2. The assimilation and mastery of the theoretical concepts used 3. The expositive clarity and coherence of the student's arguments and judgments.
Memory of participation in multilateral project (compilation, classification, purification, preparation of information and / collection of data, etc. necessary for economic analysis). To acquire experience in the tasks of the activity and the professional projects of the economy and the administration of companies. It should be especially valued: 1. The degree of fulfillment of the initial objectives established with the tutor. 2. The diligence with which the information is obtained and classified, the capacity to overcome the obstacles that arise, the capacity to obtain results autonomously. 3. The ability to plan tasks and report them accurately and completely.

That the student understands well the tasks to be carried out and knows well the criteria that will be used for the qualification. The tutor should show and explain in some detail Document

1: Objectives and evaluation criteria.

2. There are certain objectives and generic competences (autonomy, planning, initiative, ...) that must be explained independently of the type of work.

3. Next, the tutor must explain the competencies and evaluation criteria according to the type of TFG proposed.

Content (60% of the final grade)

Common criteria

a. Ability to pose a problem that goes beyond the deserve description and narration of economic facts.

b. Capacity for initiative: willingness to take action and improve results without the need for an external requirement and inspired by self-responsibility and self-direction.

c. Ability to organize and plan work. The tutor's evaluation should take this competence very much into account. Non-compliance or unjustified delays in scheduled deliveries should be penalized.

d. Capacity for autonomy. Ability to perform a task independently, executing it from start to finish, without the need for constant help or support. This capacity does not mean that in certain stages or specific tasks the student cannot be advised.

Particular criteria according to TFG type:

Essay (reading texts by different authors and critical analysis with some depth of an economic history problem)

Critical analysis and reasoned positioning regarding a problem or economic history debate. It will be especially appreciated:

a. The diversity of sources/authors consulted
b. The assimilation and mastery of the theoretical concepts used
c. The explanatory clarity and coherence of the student's arguments and judgments.

Academic work (own methodology of social science research)

Gain experience and get acquainted with all stages of research activity. It will be especially appreciated:

a. Identification of the problem to be investigated and the hypothesis proposal.
b. The description of the status of the issue according to academic literature
c. Location and processing of data to contrast the hypothesis raised.
d. Finding conclusions using the proposed methodology

1. Exposure (40%): In the assessment of the statement the members of the court will take into account the following aspects.
    a. Clarity and fluidity in exposure.
    b. Presentation of the starting assumptions and conclusions reached, as well as the means and tools used to reach these conclusions.
    c. Consistent and reasoned defense of the conclusions reached.
    d. Use of economic language.
    e. Adjust the exposure time.
    f. Answers to questions posed by the members of the Tribunal.

In order for TFG to develop the student's skills and competencies more effectively, it is necessary to:

a. Let the student understand well the tasks to be performed and know well the criteria that will be used for the grade.
b. That the student understands the generic objectives and competencies (autonomy, planning, initiative, ...) of the TFG in the area of Economic History.

MACROECONOMÍA

1. Content (60%): The job must contain at least the following aspects:
    a. Consideration of hypotheses, i.e. clear identification of the problem or subject matter under analysis.
    b. Proper and coherent structure of the work.
    c. Theoretical contribution and/or revision of existing literature in this regard if the subject of work supports it.
    d. Use of statistical information updated according to availability in each case, having to be the proper data processing and according to the subject of the work (charts, tables...).
    e. Data analysis and presentation of results.
    f. Main conclusions and recommendations.
    g. Compliance with style standards: academic language, correct writing and without misspellings, updated literature, correct charts and tables and with clearly identified titles and sources, consistency in conclusions and originality.
2. Exposure (40%): In the assessment of the statement the members of the court will take into account the following aspects.
    a. Clarity and fluidity in exposure.
    b. Presentation of the starting assumptions and conclusions reached, as well as the means and tools used to reach these conclusions.
    c. Consistent and reasoned defense of the conclusions reached.
    d. Use of economic language.
    e. Adjust the exposure time.
    f. Answers to questions posed by the members of the Tribunal.

In any case, the structure of the work, and therefore the content to be assessed, may be adjusted according to the guidelines set by the director of the work.

MICROECONOMÍA

1. Content (60%): The job must contain at least the following aspects:

    a. Consideration of hypotheses, i.e. clear identification of the problem or subject matter under analysis.
    b. Theoretical contribution and revision of the existing literature in this regard.
    c. Use of statistical information updated according to availability in each case (charts, tables..).
    d. Data analysis and presentation of results.
    e. Main conclusions and recommendations.
    f. Compliance with style standards: academic language, updated literature, consistency in conclusions and originality.
2. Exposure (40%): In the assessment of the statement the members of the court will take into account the following aspects.
    a. Clarity and fluidity in exposure.
    b. Presentation of the starting assumptions and conclusions reached, as well as the means and tools used to reach these conclusions.
    c. Consistent and reasoned defense of the conclusions reached.
    d. Use of economic language.
    e. Adjust the exposure time.
    f. Answers to questions posed by the members of the Tribunal.

In any case the structure of the work, and therefore the content to be evaluated, may be adjusted according to the guidelines set by the director of the same, being more theoretical.

1. Content and Structure (60%): The job must contain at least the following aspects:
   a. Consideration of hypotheses, i.e. clear identification of the problem or subject matter under analysis.
   b. Review of the existing literature in this regard.
   c. Use of statistical information (charts, tables..).
   d. Data analysis and presentation of results.
   e. Main conclusions.
   f. Compliance with style standards: academic language, updated literature, consistency in conclusions and originality.
2. Exposure (40%): In the assessment of the statement the members of the court will take into account the following aspects.
   a. Clarity and fluidity in exposure.
   b. Presentation of the starting assumptions and conclusions reached, as well as the means and tools used to reach these conclusions.
   c. Consistent and reasoned defense of the conclusions reached.
   d. Use of economic language.
   e. Adjust the exposure time.
   f. Answers to questions posed by the members of the Tribunal.

In any case the structure of the work, and therefore the content to be evaluated, may be adjusted according to the guidelines set by the director of the same, being more theoretical.

CONTENT AND STRUCTURE	60%
I.- **Overall Evaluation of The Work:** rigor and innovation in the formulation of the commercial proposal. Value and viability of the idea or project.	
II.- **Methodology and analysis carried out of the work:** adaptation of the methodology to the aspects referred to in the reference document "End-of-Degree Work Scheme. Marketing Plan", with interpretation of data and justification of results.	
III.- **Formal aspects:** orrden and clarity in the structure of the work. Regulations (orthographic, syntactic, etc.) and formal correction and updated and appropriate bibliographic references.	
ORAL COMMUNICATION (EXPOSURE AND DEFENSE)	**40%**
I.- **Exposure:** clear, ordered and adjusted to the given time.	
II.- **Defense:** mastery and informed argumentation.	

CONTENT AND STRUCTURE	60%
I.- Overall Labour Assessment: - Clarity in the formulation of objectives and problems. - Internal coherence of work, originality. - Conclusions.	
II.- Methodology and analysis carried out of the work: - Adequacy of the methodology to the subject; - Interpretation of data and results; - Consistency and adequacy of the conclusions	
III.- Formal aspects: - Order and clarity in the structure of work, duly divided into chapters and sections; - Regulations (orthographic, syntactic, etc.) and formal correction and updated, appropriate and orderly bibliographic references. - The length of work is adjusted to the regulations.	
ORAL COMMUNICATION (EXPOSURE AND DEFENSE)	**40%**
I.- Clarity and conciseness in the work exposure.	
II.- Presentation of the objectives and methodology used, including skills and technical skills.	
III.- Consistent and reasoned defense of the conclusions reached.	
IV.- Use of the economic language (accounting).	
V.- Adjust the exposure time given by the President of the Court.	
VI.- Answers to questions posed by the members of the Tribunal.	

Schema and Structure: main sections

I. **Cover:** must include, among others, name of the work in Spanish and English, name of the student, name of the tutor, date of completion, Faculty, University, ... However, students will be given a document in the standardized cover format.
II. ***Abstract* or synthesis:** It should be very brief and not exceed 250 words. This is not a presentation or relationship of its chapters, but an exhibition of the essential aspects contained in the TFG. The objective is to inform the reader, in short lines, about the object or objectives of the work, its most relevant results and the contributions that such work makes within the framework of its specialty. It will be written in English and Spanish. A short list of keywords will also be included.
III. **Introduction:** The introduction will set out very clearly: the object of study, its justification, the objective and hypothesis of work, the methodology and the structure of the research.
IV. **Development:** This section will find the central content of the research work, in which the contents of it will be duly organized: theoretical framework, **empirical elaboration, results and discussion of the results.** This section may consist of several chapters.
V. **Conclusions:** deben be concrete. They synthesize the most relevant ideas and arguments.
VI. **Bibliography:** A list of all bibliographic references used and cited within the text will be made.
VII. **Annexes**

Drafting rules (see formal guidance criteria)

The student is reminded to take into account the following formal aspects:

I. **The text:**
   - The job must be in report format.
   - The work must be paged. The maximum extension will be 50-70 pages with annexes and separate graphics.
   - The text shall be written in Arial size 12pt and with line-in of 1.5 points.
   - The reference in the text to a bibliographic reference will be made by the author's surname followed by the date of the work referred to. So for example: (Lopez, 2008).

II. **The title**
   - In Spanish and English.
   - It must be concise and specific, it will adequately reflect the objective of the TFG.
   - It must not exceed 15 words.

III. **Figures, pictures and tables**
   - The titles should be very short and clearly state the contents of the chart or table.
   - Everyone must be numbered and carry the fountain.

IV. **The notes**

- They shall be numbered correlatively and included at the end of each page.
- It's no good abusing notes.

Proposed topics

Corporate Social Responsibility: Practical Analysis

- The company responsible: Codes of conduct and good governance
- The implementation of the CSR in the company: Sustainable Value Chain
- Dialogue platforms with the different stakeholders: The Creation of Shared Value (CVC)
- Transparency and communication: Sustainability reports

The development of the critical capacity of the student that allows him to analyze and identify relevant information of Social Responsibility in the field of a given company, examining its responsible management, as well as the possible impacts arising from its activity, both internally and externally, (environment and different stakeholders).

Strategic analysis and strategy formulation in a real SME

1. **Description of the company and business**, business objectives and purposes of the organization: Mission, vision and values
2. **Stakeholder expectations and the organization's goals**
3. **Strategic analysis**
   a. External Diagnostics: generic, specific environment, competitive forces analysis and competition study.
   b. Internal Diagnostics: Resources and Capabilities, Competitive Position.
   c. Swot
4. **Strategic options**, foundations of strategic choice, purpose and aspirations of the corporation, competitive advantage and competitive position, Strategic Analysis Matrices
5. **Company strategies: strategic choice**

CONTENT AND STRUCTURE	**60%**
I.- Overall Evaluation of Work: Clarity in the formulation of objectives and problems, Internal coherence of work, originality	
II.-Methodology and analysis carried out of the work: Adequacy of the methodology to the subject; Interpretation of **data** and **results; Consistency** and adequacy of conclusions	
III.-Formal aspects: Order and clarity in the structure of work; regulations (orthographic, syntactic, etc.) and formal correction and updated and appropriate bibliographic references	
ORAL COMMUNICATION (EXPOSURE AND DEFENSE)	**40%**
I.-Exposure: Clarity and fluidity, adjustment to exposure time, use of economic language	
II.-Defense: Internal coherence and justification of the conclusions reached, answer to the questions posed by the members of the Tribunal	

CONTENT AND STRUCTURE	60%
I.- Overall Evaluation of The Work: Clarity in the formulation of objectives and problems and hypotheses, internal and systematic coherence of work, originality of analysis and sources of information.	
II.- Methodology and analysis carried out of the work: Adequacy of the methodology to the subject; Interpretation of data and results; Consistency and adequacy of results and conclusions based on the objectives formulated.	
III.- Formal aspects: Order and clarity in the structure of work; regulations (orthographic, syntactic, etc.) and formal correction and updated bibliographic references according to the work**.**	
ORAL COMMUNICATION (EXPOSURE AND DEFENSE)	**40%**
I.- Exposure: Clarity, fluidity and professionalism of the presentation of the analysis and results.	
II.- Defense: Mastery of the subject analyzed before the court's formulation of questions	

CONTENT AND STRUCTURE	60%
I.- Overall Evaluation of Work: Clarity in the formulation of objectives and problems, Internal coherence of work, originality	
II.- Methodology and analysis carried out of the work: Adequacy of the methodology to the subject; Interpretation of data and results; Consistency and adequacy of conclusions	
III.- Formal aspects: Order and clarity in the structure of work; regulations (orthographic, syntactic, etc.) and formal correction and updated and appropriate bibliographic references	
ORAL COMMUNICATION (EXPOSURE AND DEFENSE)	**40%**
I.- Exposure: clear, ordered and adjusted to the given time	
II.- Defense: Mastery of the subject analyzed	

MARKETING

CONTENT AND STRUCTURE	60%
I.- **Overall Evaluation of The Work:** rigor and innovation in the formulation of the commercial proposal. Value and viability of the idea or project.	
II.- **Methodology and analysis carried out of the work:** adaptation of the methodology to the aspects referred to in the reference document "End-of-Degree Work Scheme. Marketing Plan", with interpretation of data and justification of results.	
III.- **Formal aspects:** order and clarity in the structure of the work. Regulations (orthographic, syntactic, etc.) and formal correction and updated and appropriate bibliographic references.	
ORAL COMMUNICATION (EXPOSURE AND DEFENSE)	**40%**
I.- **Exposure:** clear, ordered and adjusted to the given time.	
II.- **Defense:** mastery and informed argumentation.	

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1.1. SPECIFIC PART OF THE WORK:

It is considered a specific part of the work that has to do exclusively with the theme chosen for it. In this respect there is total freedom over the approach, which is left to the teacher's view, but in any case the specific work should cover the subject with rigor, precision and some depth. Poorly documented or partly plagiarized works are completely unacceptable. Common topics for their versatility and history in the Department that may serve as guidance are:

1. Economic data analysis
2. Decision theory (multi-criteria, multi-goal, goals, etc.)
3. Game Theory
4. Statistical and strategic analysis in the creation of a company.

1.2. COMMON PART OF THE WORK:

Regardless of the specific theme of the work, there are a number of elements common to the identity of the Department, which must be present at work, but which vary slightly in each case. In any way, the work must clearly demonstrate:

1. **Ability to state a subject clearly**: Every work must have clear **objectives,** a motivation for the choice of the subject, and a brief presentation on the **context** in which it is located. This is usually done through the description of the sector, area or topic on which the work deals and the approach to the objectives of the work.
2. **Ability to work with sources**: Either using databases, collecting information from books, taking samples of their own, the student must know how to demonstrate the ability to understand external information and analyze it (not just copy it). When working with databases, a description of the collection of information shall be included and demonstrate the reliability of the source used.
3. **Mathematical and/or Statistical Analysis:** The student must demonstrate the ability to think critically and use accurately at least two mathematical or statistical **tools.** It is up to the teacher and the student to choose which tools to

use but in any case total precision will be required (a **TFG with mathematical/ statistical/ econometric failures is unacceptable)** and it will also be completely necessary that the use of these tools be relevant **and directly related** to the conclusions of the work (being unacceptable works in which the only mathematical/statistical/econometric analysis is a few accounts detached from conclusions). Some of the common tools, historically used in the department and that can serve as a reference are:

- Regression models.
- Normality Test (Shapiro Wilk, Kolmogorov Smirnov).
- Randomness Test.
- Indicators.
- Study of position and dispersion measurements.
- Decision-making tools (use of different softwares).
- Multi-criteria decision. Robustness. Sensitivity analysis.
- Static and dynamic optimization.

4. **Computer domain:** It will require the mastery of some computer tool for mathematical analysis. Regardless of the mathematical tools used, the use of the computer must be incorporated, **whether through EXCEL, R, SPSS, SAS, VISUAL PROMETHEE, MACBETH, MATLAB, Oxmetrics, Eviews, GRETL** or other programs of similar quality and utility. Part (or all) of the analysis described in point 3 will be done with one of the above programs, from which students must obtain graphs, tables, diagrams...
5. **Mastery of the methodology used:** The student will be required to demonstrate, in the oral defense of the work, the understanding of the tools used and the results obtained in the Final Degree Work presented.

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- Multi-criteria decision. Robustness. Sensitivity analysis.
- Static and dynamic optimization.

4. **Computer domain:** It will require the mastery of some computer tool for mathematical analysis. Regardless of the mathematical tools used, the use of the computer must be incorporated, **whether through EXCEL, R, SPSS, SAS, VISUAL PROMETHEE, MACBETH, MATLAB, Oxmetrics, Eviews, GRETL** or other programs of similar quality and utility. Part (or all) of the analysis described in point 3 will be done with one of the above programs, from which students must obtain graphs, tables, diagrams...
5. **Mastery of the methodology used:** The student will be required to demonstrate, in the oral defense of the work, the understanding of the tools used and the results obtained in the Final Degree Work presented.

It will be assessed that the student delivers his final version of the work in advance of the filing date on an agreed date with the tutor.

Draft work should be sent to the TFG director via the Virtual Campus or by email (at the choice of the TFG director).

Footnotes:

a) Footnotes can be of two types: Either to express bibliographic references, or to include short texts of sentences or authors, whose inclusion in the body of the work distorts the content of the work or the coherence of the exposure , but consider that, because of their importance, it should be reflected.

(b) Bibliographic references should be made as follows:

b1) Book reference notes (expressed in the format to go): **AUTHOR'S LAST NAME, NAME** (short) (e.g. **O'CALLAGHAN MUÑOZ,X**.). *"Title of the work" [cursive letter]*. If the work has multiple volumes or volumes, they are expressed here (e.g. volume III). Publishing. Year of edition (if applicable issue number). The page from which the quotation is obtained (e.g. p. 46).

b2) If the work has multiple authors, the name of the coordinator of the work is expressed, as indicated above (making it stated) and added "... and others." Otherwise, the above mode is followed.

b3) If it is a work in which there are several authors, each author of a chapter, it is quoted: **SURNAME OF THE AUTHOR, NAME** (in abbreviation) of the author of the chapter. *Chapter title [cursive letter].* **AUTHOR'S SURNAME, NAME** (in abbreviation) of the coordinator of the work. *"Title of the work" [cursive letter]*. If the work has multiple volumes or volumes, they are expressed here (e.g. volume III). Publishing. Year of edition (if applicable issue number). The page from which the quotation is obtained (e.g. p. 46).

b4)If text is to be included in the quotation: **AUTHOR'S LAST NAME, NAME** (in abbreviation). *"Title of the work" [cursive letter]*. If the work has multiple volumes or volumes, they are expressed here (e.g. volume III). Publishing. Year of edition (if applicable issue number). The page from which the quotation is obtained (e.g. p. 46). **(**in abbreviation). [Next you put the text you want to transcribe].

b5) Quote magazine articles. **AUTHOR'S LAST NAME, NAME** (in abbreviation) of the article. *"Title of article" [cursive letter].* **Magazine name [bold letter]**. It's number. Year. Pages in which this article is understood, specifying the page from which the quotation is extracted.

b6) Website quotes: Websites not being **used in which the author of the work or work to be cited is not expressed** (e.g. Wikipedia, corner of the bum...). The quotation will be made as follows: **AUTHOR'S SURNAME, NAME** (in abbreviation) [letter "small cap]. *"Title of article" [cursive letter]*. Website from which the appointment is obtained. Date that information is obtained b7) References of Jurisprudence: Court that gives the judgment. The number of the sentence (if any) and its date. If statement text is included, it is added below.

Articles of laws and other rules are not placed at the foot of the footer but in the text of the work, in parentheses and the title of the law in abbreviation (e.g. art. 37 L.O.P.J or art. 1269 C.c.)

Conclusions: At the end of the work, the conclusions reached after the study will be expressed. The conclusions need to be brief and numbered. You don't have to put footnotes in them.

Bibliography: Bibliographical citations in the field of Jurisprudence can be made a list of all the sentences that have been cited throughout the work, relating them by Courts. I'm s.

Constitutional Court Rulings: [listing]

Supreme Court rulings [listing]

Provincial Hearing Judgments: Subdivided by the Hearings that are cited

Provincial Audience of Madrid [listed]

Provincial Audience of Malaga [listed]

Audiencia Provincial de La Coruña [listing], etc.

If judgments of Courts of First Instance are cited, they are expressed below

Under no circumstances are the laws cited throughout the work expressed in the literature.

Valuation

I.- The evaluation shall take into account the content of the work and its oral defense before the Court. The work will be valued at a percentage of 60% and the oral defense of 40%.

II.- As criteria for the evaluation of the work, the legal content of the work and the study that has been carried out of the chosen subject will be taken into account as the main criterion: its elaboration, development, analysis of doctrine and jurisprudence and its application to the Subject...

As complementary criteria, the methodology used for the study and analysis of the subject of work and the systematic sused in the development of the work; the scientific doctrine and Jurisprudence used and how the quotations were made.

They may also be criteria to take into account how the final conclusions and final literature have been expressed.

III.- The oral presentation shall take into account the explanatory clarity, the concreteness of the facets it exposes, the capacity for synthesis in the presentation and other factors which the Court considers to be taken into account.