

Syllabus

- Subject: Final Degree Project
- Credits: 12ects
- Program: Bachelor's Degree in Marketing and Digital Communication
- Module: Compulsory Training
- Coordinating Professor: María Sanz Vicente
- Academic year: 2025 – 2026
- Call: February / June
- Semester: second
- Campus: Barcelona
- Last Revised: October 2025

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1. Course coordinator

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2. Presentation

2.1. Description

Learning how to do something is not the same as doing it. The gap between theory and practice can be large and it is difficult to link these two concepts. The purpose of the Final Degree Project is to help students to take the initial steps in order to narrow this gap while they still are part of an academic context.

This course consists on writing a Final Degree Project (hereinafter FDP), in which the knowledge acquired in the Bachelor's courses can be applied, depending on the choice of one of the project typologies that can be developed:

- Marketing or Communication Plan
- Business Plan Projects
- Research Projects
- Management Report

Each FDP must have an adviser, who must be a professor teaching in the Bachelor. Their function consists on guiding the students to complete the FDP, providing them with the necessary means, particularly in the case of research FDPs, overseeing it and ensure the compliance with the goals set.

The choice of topic for the FDP will be made at the student's choice from a list of topics proposed by EAE Barcelona or a topic chosen by the student himself. Students will complete FDPs individually. Each FDP will be assigned an adviser and the members of its committee will be appointed.

2.2. Objectives

The main purpose of the Final Degree Project is the implementation of the knowledge acquired in the program and being able to solve problems in new or little known environments within wider contexts (cross-curricular) related to their field of study. Likewise, the student must be able to integrate knowledge and face the complexity of making judgements on the bases of a set of information that, being incomplete or limited, includes thoughts about the social and ethical responsibilities linked to the implementation of their knowledge and judgments.

By means of the FDP Students are expected to communicate their conclusions—and knowledge and ultimate reasons sustaining them—to specialized and non-specialized audiences in a clear and unambiguous way. All in all, FDP is the creation of a unique and original project, report or study, under the supervision of a director, in which the knowledge acquired along the Bachelor's study are implemented and integrated. The FDP will be completed by the elaboration of a work report, followed by its public presentation in front of a committee appointed to this end.

3. Prerequisites legally established to study the course

Students will be allowed to start the FDP / project course in the semester when they have passed the business subject course (Business Management and Business Startup). During this period the knowledge, skills and competences needed to deal with the final degree project will be considered to be achieved.

The final degree project is not susceptible of validation or recognition, because by means of it the set of specific and cross-curricular skills, defined specifically for the degree and that will be listed below, are achieved and need to be demonstrated.

4. Specific skills on the subject in which they are circumscribed

4.1. General skills

CG1 - English Language Development

CG2 - Capacity to develop oral and written communication (Oral and written presentation of professional projects about business creation and research in business field)

CG3 - Development and self-reliance in data management

CG4 - Acknowledgment of limitations in knowledge and skills

CG5 - Problem analysis capacity

CG6 - Capacity to develop analytical thought and synthesis

4.2. Specific skills

CE1 - Use of advanced tools in the analysis of problems (Implementation of some basic methods in the study of: Development of a business idea—Planning in the reality and environment—Potential of the company encouraging respect for the environment—Business feasibility).

CE2 - Talent, innovation and entrepreneurship management.

CE3 - Integration into the organization (identification of the importance of the business environment).

CE4 - Development of information relevant to the business project (being acquainted with and understanding the processes involved in the functioning of the business reality).

CE5 - Development of information relevant for the research project.

CE6 - Identification of obstacles and opportunities (Analysis of the major features of different business and research projects, identifying threats and opportunities).

4.3. Learning outcome

[RTFG-1] Understanding basic concepts related to the business news in order to have, this way, a comprehensive view about the economic reality that affects the company.

[RTFG-2] Clear and coherent understanding of the most relevant aspects in the business field.

[RTFG-3] Understanding, study and analysis of business information.

[RTFG-4] Development of a business plan.

5. Typology and specific thematic lines

Such as was mentioned above, there are three types of projects:

Marketing or communication plan

These works are focused on delving into and implementing marketing-related and digital communication concepts. These are applied and cross-curricular works, multi-disciplinary and professional, that will be developed about an existing or new company.

Business Plan Projects

These works are focused on delving into a specific area of activity in the business field. Students will develop a business plan about their bachelor's degree field of knowledge, in which can be applied all the concepts and knowledge acquired in the program.

The plan can be developed about a business (real or fictional) or to improve the plan/s of a real company with changes that add value and a differential advantage to the existing ones. Nonetheless, it is recommendable to develop a plan that could be launched today on the market. The projects proposals will be analyzed by the for approval.

Research projects

Works focused on delving into a specific area of expertise in the studied bachelor's subjects; always with an innovative contribution, beyond the subject's traditional approach. Research projects will allow the student to analyze in-depth a topic, applying the different concepts and knowledge acquired in the program. In the research project, the problem or question must be addressed and analyzed within a clear and robust framework.

Regardless of the approach, the completion and presentation of the final degree project pursues different objectives that are essential for the correct functioning of the program and the students correct learning and development. The FDP completion allows analyzing and implementing a work methodology which is similar to the professional one; for this reason, this methodology is highly valued as a learning and skills booster element.

Before starting them, any of the two approaches will be checked by the adviser in the first project's approach session.

Management Report Project

The management report projects consist of solving a business problem that can be provided by the company involved itself or that may have been detected. The section of the statement presents the business problem, establishes its relevance to the context and demonstrates that the Research is rigorously and comprehensively substantiated and is based on existing published theoretical and empirical information relevant to the report.

Students should ensure that this section explores current thinking on the problem being explored and should discuss research that clarifies the problem itself.

5.1. Marketing Plan's contents

Next are listed the general sections that must be developed in the Marketing plan. A more extensive outline is available in the virtual campus Blackboard.

General contents:

- Executive Summary
- Introduction
- Analysis of the company
- Analysis of macro and micro environment
- Include a minimum of five interviews or a survey that justify the topic selected for the FDP.
- Market analysis
- DAFO analysis
- Strategic plan
- Target market and positioning
- Product
- Price
- Distribution
- Promotion
- Sales plan and growth strategy
- Financial plan
- Contingency plan
- Conclusions
- Bibliographic references
- Appendices

5.2. Research project's contents

The development of the FDP as a research project needs to be structured in chapters, with more scientific characteristics.

General contents:

- Abstract
- Introduction
- Justification of the topic, and research question
- Include a minimum of five interviews or a survey that justify the topic selected for the FDP.
- Objectives of the Research project and construction of the hypothesis/hypotheses
- Literature review
- Research methods: Qualitative and/or quantitative
- Description of results
- Discussion of results and conclusions
- Limitations of the work
- Bibliographic references
- Appendices

5.3. Contents of the Business Plan

Next are listed the general sections that must be developed in the business plan. A more extensive outline is available in the virtual campus Blackboard.

General contents:

- Executive summary
- Introduction
- Analysis of the business opportunity
- Include a minimum of five interviews or a survey that justify the topic selected for the FDP.
- Entrepreneur team
- Environment analysis
- Market analysis
- Commercial and Marketing plan
- Operational plan
- Human resources plan and legal structure
- Financial plan
- Contingency plan
- Growth strategies
- Conclusions
- Bibliographic references
- Appendices

5.4. Contents of the Management Report Project

General contents:

- Abstract
- Introduction
- Justification of the topic, and research question
- Include a minimum of five interviews or a survey that justify the topic selected for the FDP.
- Objectives of the Research project and construction of the hypothesis/hypotheses
- Industry review
- Research methods: Qualitative and/or quantitative
- Description of results
- Discussion of results and conclusions
- Limitations of the work
- Bibliographic references
- Appendices

6. Recommended structure for the body text

The formal aspects of the written work and the presentation are listed below.

6.1. Formal requirements for the written work (Document)

The content published in each FDP (either business or research) must include necessarily:

Cover

Every Final Degree Project must be adequately identified by means of the following elements that will be shown in its cover and back cover:

- Work's title and its translation into Spanish or English, depending on the language used to write the thesis.
- Authors
- Adviser
- Program
- Group
- Year of completion
- Polytechnic University of Catalonia (UPC)
- EAE Business School

Format

- Font and size:
 - Body: Tahoma 11, Normal, color Black.
 - Chapter title: Georgia 18, Normal, color Red.
 - Title 1: Georgia 14, Normal, color Black.
 - Title 2: Georgia 12, Normal, color Grey.
 - Footnote: Tahoma 9, Normal, color Black.
- Margins and spaces:
 - Left: 2,5 cm.
 - Right: 2,5 cm.
 - Top: 3,5 cm.
 - Bottom: 2,5 cm.
 - Space: 1,5.
 - Alignment: Justified.
 - Page number: bottom right.

Word Count:

- The FDP should have 8.000-12.000 words. All additional information will be added to the annexes of the memory of the Final Degree Project.

Citations and Bibliography

- The Harvard-APA style is recommended to organize quotations and bibliographic references. Below are explained the major considerations to keep into account, with examples of reviews for the most commonly used documents. Respecting the whole quotation format is essential, not only the quotation elements (author, document's title, ISBN, etc.), but also the format of these elements (in capitals, italics, etc.).

Interviews and surveys:

- The Final Degree Project should include a minimum of five interviews or a survey that justify the topic selected for the FDP.

6.2. Formal requirements for the oral presentation (Defense)

The presentation should last 15 minutes. It is recommended the use of a Power Point presentation with the most important questions (between 10 and 15 slides, using around one minute in each of them). The content will be structured, for instance, with one slide to present the FDP, followed by one slice for each of the project's main sections.

After the presentation there is a time for questions from the committee (around 10), afterwards the committee will hold a private meeting to discuss the final grade (5 minutes). The committee may ask the student to make amendments. The grade is not immediately obtained and is independent from the requested amendments. On a mandatory basis, the presentation used for the presentation must consist, at least, of:

- An introduction
- Objectives and strategies
- Main results obtained
- FDP main conclusions

In the event that the student cannot carry out the presentation within the deadline set, an extension should be requested in writing, explaining the reason or reasons that justify it and submit it at the Registrar's Office. EAE Academic Commission will approve or refuse the requested extension. The presentation after the deadline may entail a negative assessment, with the resulting academic consequences.

7. Development of the modules

During the semester different specific modules are developed in each area. The modules calendar is available in the virtual campus.

During the semester different specific modules are developed in each area. The student will have to attend a minimum of modules of their choice between:

- Presentation of the final grade project
- Management Report
- Research Plan
- Marketing Plan
- Develop a business plan

It is recommended that the student participate in at least the training that corresponds to the line of work selected for the Project in order to face the project in the best way.

The Schedule for carrying out the different modules will be available on the virtual campus.

8. Custody of FDPs

All the FDPs will be completed under the guidance of an academic adviser. The task of the academic

adviser will consist on guiding, advising and planning the monitoring of the FDP development, assessing the student's advances and collaborating in what may assist in its successful completion. Advisers will be assigned on the basis of their area competences, but students are allowed to request a preference.

Tutoring sessions will be held during the project or research work's elaboration stage. In these work meetings, the student will share with the adviser the advancements achieved in the project and the doubts that have arisen. The adviser will be support the student throughout the project but, on no account, replacing the student's initiative, effort and self-learning, as is the case in professional reality.

9. Assessment system

The work will be assessed in two following stages:

Stage 1: FDP partial submission

The partial submission will be done through the Blackboard platform and will be assessed by the adviser. The final degree project plan must be submitted.

Stage 2: FDP final submission

The final submission will be also done through the Blackboard platform and will be assessed by means of the rubric.

State 3: Presentation of the FDP in front of a committee

The FDP will be presented in front of a committee, formed by three professors, that will assess the executive summary of the submitted written documents and the student's oral presentation. This assessment will follow the criteria laid out in the rubric.

On the presentation day, the committee will announce whether the student has "Passed" or "Failed", by reading the corresponding minutes.

To obtain the FDP's final individual grade, weighing of the assessment items is the following:

Assessment item	Weighting
Stage 1: FDP partial submission	30%
Stage 2: FDP final submission	30%
Stage 3: FDP presentation committee	40%

The FDP's final grade will be as follows:

$$\text{Final Grade} = 0.30 * \text{Stage 1} + 0.30 * \text{Stage 2} + 0.40 * \text{Stage 3}$$

Under no circumstances the defense of the FDP will be carried out without the authorization of the adviser, in the absence of the chairman and secretary of the assessment Committee, whereas the adviser can be absent, provided that the assessment committee has already received their opinion.

The assessment Committee will discuss in closed session the FDP grade and will inform the students about their having passed or failed the oral presentation. The final grade will be available the days after the presentation by means of the BB platform.

The assessment Committee will sign the corresponding Grade Minutes, which are public in nature and will be sent to the Program Coordinator.

10. Assessment criteria

10.1. Written work assessment criteria

The assessment criteria are described in detail in the rubric available on Blackboard.

11. Key dates calendar

February	Dates
Submission of the work's proposal (Annex 1)	26/10/2025
Partial Delivery	11/01/2026
Deadline for the FDP submission (Full Document) through the virtual campus	15/02/2026
Publication of the Committees dates and schedules for the presentation of FDP	20/02/2026
Deadline to accept the presentation	23/02/2026
Public presentation of FDPs	26/02/2026

June	Dates
Submission of the work's proposal (Annex 1)	26/10/2025
Partial 1	15/02/2026
Partial 2	15/03/2026
Partial 3	19/04/2026
Deadline for the FDP submission (Full Document) through the virtual campus	24/05/2026
Publication of the Committees dates and schedules for the presentation of FDP	1/06/2026
Deadline to accept the presentation	2/06/2026
Public presentation of FDPs	15/06/2026 – 23/06/2026
EXTRAORDINARY Public Presentation ¹	10/09/2026

1. Extraordinary public defence will only be authorised with the approval of the guardian and supporting documents.

¹ The extraordinary public defensa will only be authorized with the approval of adviser and supporting proof.

12. Intellectual property

The intellectual property belongs to the student or students who have participated in its elaboration.

An original of the work or project will be kept in the Resources Center of EAE Business School, to be consulted exclusively in the library, being forbidden its copy by whatever means (photocopy, scanner, etc.).

The work's author or authors authorize EAE to reproduce the work partially or fully, as well as its dissemination with academic purposes, solely for teaching purposes (as supporting material in the courses taught at EAE, not for its publishing and distribution).

Depending on the interest generated by the work or project, EAE Business School might request the author or authors authorization for its partial or total reproduction in publications (journals, books, etc.).

In the event that the author or authors decide to publish their work or project, they need to agree to inform EAE and to cite in the publication that the research was carried out in collaboration with EAE Business School.

13. Observations

Non submitting the final Degree project entails failure to obtain the program's certificate even if all the other courses have been passed.

Any work that is considered to be partially or completely copied from previous works or that is elaborated on the basis of false data, will earn a failing grade and the program's certificate will not be obtained. In case of using citations or approaches from manuals or previous works, their authors' names and bibliographic references must be included in the body text or as a footnote.

Confidential data about companies or conducted studies can be omitted. This confidentiality can be preserved by changing the company's name or the opinions used for the project. A section or a reference in the Final Degree Project related to the application of sustainability and ethics is required.

14. Bibliography

- ABRAHAM, R, et al., Successful Business Plans: Secrets and Strategies. Ed. Planning Shop. ISBN: 978-1933895147.
- ALCINA FRANCH, José. Aprender a investigar: métodos de trabajo para la redacción de tesis doctorales (Humanidades y Ciencias Sociales). Madrid: Compañía Literaria, 1994. ISBN: 9788482130040
- MCKEEVER, M. How to write a Business Plan. Ed. Nolo. ISBN-13: 978- 1413312805.
- Leavy, Patricia. Method meets art: Arts-based research practice. Guilford Press, 2020.

15. Anexo 1

<https://forms.gle/c6fpXsPpdq5iPxXB7>