

COURSE SYLLABUS

Subject name	Final Project		
Subject area	Practicum		
Module	Practicum		
Qualification	COMMERCE INTERNATIONAL SEMESTER		
Plan	902	Code	75019
Teaching period	Second semester	Type/Nature	Compulsory
Level/Stage	Degree	Year	Four
ECTS credits	9		
Lecturers in charge	José Ángel Sanz Lara		
Contact details	e-mail: angel@emp.uva.es Tel.: 983 42 36 02		
Tutorial timetable	As stated on the UVa website.		
Department	All associated with the Degree in Commerce		
Knowledge area	All associated with the Degree in Commerce		

SITUATION/DIRECTION OF THE SUBJECT

Context	<p>Royal Decree 1393/2007 of 29 October establishing the organisation and planning of official university studies sets out that all official degree studies will conclude with the preparation and public defence of a dissertation.</p> <p>This is a project done individually by each student, under the supervision of a tutor whose aim is to confirm that the student has acquired the skills associated with the degree. The dissertation must therefore bring together both theoretical knowledge as well as practical knowledge in order to demonstrate that the student has acquired the necessary and sufficient skills and abilities required by the Degree in Commerce.</p>
Relationship with other subject areas	It is related to all subject areas on the degree course.
Prerequisites	The dissertation may only be assessed once there is evidence that the student has passed the assessments set out in the other subject areas of the Syllabus.

CONTRIBUTION TO SKILLS DEVELOPMENT

General and transversal	<p>General skills</p> <p>G1. Demonstrating the possession and understanding of knowledge in the area of Commerce, based on a general secondary education foundation, at a level that, supported by advanced textbooks, also includes some aspects involving knowledge from the forefront of commercial activity studies.</p> <p>G2. Being able to identify the different aspects that directly and</p>
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	<p>globally affect the commercial activity of businesses and knowing how to apply the overall knowledge gained to their work or trade in a professional way, and having the skills that are typically shown by means of preparing and defending arguments and solving problems within the commercial department of a business in the context of a globalised, dynamic economy subject to a constant process of change and technological innovation.</p> <p>G3. Having the ability to gather and interpret significant data, within the commercial field, to make judgements that include a reflection on relevant social, scientific or ethical issues.</p> <p>G4. Being able to convey in Spanish and in another language (English, French or German), both orally and in writing, information, ideas, knowledge, problems and solutions in the commercial field, analysis results, action or business proposals, the grounds and underlying reasons for them, in a way that is clear, concise and understandable both for specialist and non-specialist audiences.</p> <p>G5. Having developed any necessary learning skills that will allow students to continue training in commercial activity and in other aspects of business management with a high degree of autonomy.</p> <p>G6. Acquiring a global, multicultural vision, applying the knowledge and skills needed to organise, direct and manage the commercial area of a business in the current economic context.</p> <p>Transversal skills</p> <p>T1. Acquiring the skill of learning and knowledge from the references, as well as from the permanent sources of documentary information and statistics that will give them the necessary ability to continue studying, researching or learning in a permanent and autonomous way.</p> <p>T2. Achieving the skills needed to properly use ICT (information and communication technologies) in the field of study and professional context, as a tool for expression and communication, to access information sources, as a means of storing data and documents, for presentations, learning, cooperative work and to manage any commercial operation.</p> <p>T3. Learning to understand and respect social diversity and multiculturalism as an enriching personal and group element, in order to develop coexistence between people without distinctions of sex, age, religion, ethnicity, social or political status.</p> <p>T4. Knowing how to behave in an upstanding way that is consistent with personal and professional principles and values (ethical commitment), taking into account the various ethical instruments made available to them. This means being familiar with the ethical instruments that regulate their professional activity, acting with integrity and honesty in any situation, even in situations that are unfavourable to their own interests, being respectful of rules and laws without needing to be supervised or monitored, as well as knowing how to recognise, accept and take responsibility for mistakes made and their possible consequences.</p> <p>T5. Acquiring the potential to work as a team, demonstrating the ability to coordinate people and specific tasks, accepting or refuting the arguments of others through logical reasoning and contributing with professionalism to the smooth running and organisation of the group based on mutual respect.</p> <p>T6. Being creative, with initiative and entrepreneurial spirit, attaining the ability to offer new, different solutions to conventional problems and situations, as well as having a good willingness to act in a proactive way, putting ideas into action in the form of activities and projects in order to make the most of opportunities, assuming the necessary risks.</p> <p>T7. Being able to recognise new situations (both in the competitive environment in which their professional work is going to be undertaken as well as in changing work methods), as well as adapting to changes with versatility and flexibility.</p> <p>T8. Knowing how to develop and maintain high quality work in line</p>
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	with standards and managing by process using quality indicators for continuous improvement, through the use of indicators that assess progress and results, through proper planning and implementation of activities, seeking constant improvement in everything that is done, and through participation in self-assessment processes, assuming responsibilities as both assessor and assessee.
Specific	E5. Being able to apply effective commercial policies. E6. Designing and manipulating information systems. E12. Learning to manage a sales team and promotional techniques. E15. Knowing how to manage relationships with customers. E18. Being familiar with and using IT tools applied to commerce. E27. Having a command of analysis and simulation techniques that will make it possible to solve commercial management problems.

GENERAL AIMS OF THE SUBJECT

The aim of the dissertation is for students to prove that they have acquired the necessary skills to obtain the degree.

TIME TO BE SPENT ON THE SUBJECT BY STUDENTS

CONTACT HOURS

Academically supervised activities	Assessment
30	2

INDEPENDENT STUDY	
Independent work	Preparation for assessment
173	20

LEARNING GOALS

1. Designing, developing and assessing business project processes.
2. Putting strategies into practice that will be used to define the specific commercial/business style.
3. Critical readings of organisational and legislative documents.
4. Analysing the characteristics of businesses and their different departments.
5. Developing critical thinking that will enable processes of reflection (theory/practice) and decision making regarding teaching/learning situations.
6. Preparing journals that will be used to analyse practical problems within the business.
7. Preparing the dissertation.
8. Oral presentation of the main strands of the dissertation.
9. Discussing and debating the comments and questions posed by the Evaluation Committee.

CONTENTS

The content of the dissertation may refer to the knowledge and abilities acquired in the various subject areas of the degree course.
Before the end of the second month of the academic year, the Centre will publish a list of topics that students may use to develop their dissertations. Consistency will be sought within this list of topics, as well as the necessary breadth and diversity of the topics offered.

TEACHING METHODS

Tutoring and defence of the dissertation. Tutors will be appointed from among the teaching staff who teach on the course. As tutors, they must set the specifications of the dissertation, guide students as they

prepare their dissertations, ensure that students achieve the aims initially established within the time given, as well as authorise submission.

ASSESSMENT

The following procedure will be used to assess the dissertation:
Students will defend their dissertations during a public session, by orally presenting the main strands of their work. Students will then answer the questions posed by the members of the Evaluation Committee. The Evaluation Committee will deliberate on the mark behind closed doors. If the result is a fail, the Evaluation Committee will give the student and his or her tutor the appropriate recommendations.
The Evaluation Committee will draft and sign the relevant grading report, which will be published and sent to the body appointed for this purpose by the Centre. The Evaluation Committee may propose, in a reasoned report, to award the honour of 'Distinction' to works with a mark equal to or above a 9. The number of these honours may not exceed 5% of students enrolled in this subject, unless there are fewer than 20, in which case only one 'Distinction' may be awarded. The Centre will appoint the body that will decide on the assignment of these honours. The marks awarded by the various evaluation committees will be transferred to the Dissertation subject report by the body appointed by the Centre.

FINAL CONSIDERATIONS

Since this Syllabus is in the implementation phase, this content may be modified.