FINAL PROJECT

LEARNING OUTCOMES

– Putting into practice the knowledge acquired during the development of the syllabus

– Solving business complex problems

SKILLS

– To develop listening and communication skills

– To develop decision making and entrepreneurship skills

CONTENT

The Final Project for this Master is composed of three parts:

1st part – TRAINING ACTIVITIES (Non evaluated)

2nd part – CAPSTONE: Solution report of a real business problem assigned to students (area of interest selected by the student) called capstone.

3rd part – JURY: presentation of the solution in front of a jury.

In this subject the student is expected to put into practice in an integrated way all the knowledge acquired throughout the Master studies. Therefore, theoretical and practical knowledge is analyzed when solving a business complex problem.

1st part – TRAINING ACTIVITIES: The preparation of the Final Project begins in the first period of the program with 3 specific courses to provide the student with the necessary tools for the preparation of the case analysis and ends with the presentation of the report (written and oral). The three courses held during the first two periods of the program are as follows:

- Communication Skills I & II (16 sessions). This course will assist students in developing public speaking techniques to become a confident, dynamic and persuasive presenter, how to organize a message, how to use storytelling and to effectively deal with Q&A sessions.
- Advanced Business Excel Solution (10 sessions). The objective of this course is to train students to learn the true potential of the spreadsheet. Budgeting models, scorecards, sales reports, ratio analysis, income statement estimates, scenario presentation, etc. are developed, which are key tools to be able to make the analytical conclusions.

- Critical Management Thinking (12 sessions). The course will assist students in developing strong critical reasoning, analytical, synthesizing and reading skills and an encompassing intellectual architecture for engaging and solving complex problems and understanding new realities.

During this time students must do different readings and analyze documentation as to properly prepare the final work. At the same time, students can request tutorials to clarify concepts or comment on different aspects of the readings. It is estimated that students dedicate between 40 and 45 hours to these initial activities.

2nd part – CAPSTONE: Each student will be assigned to business problem on the topic/area of his/her interest:

- Sales & Marketing
- International Business
- Digital Business
- Finance
- Strategic management
- Business analytics
- Entrepreneurship

This part of the final project is developed in teams so students will be evaluated both individually and based on the performance of the group.

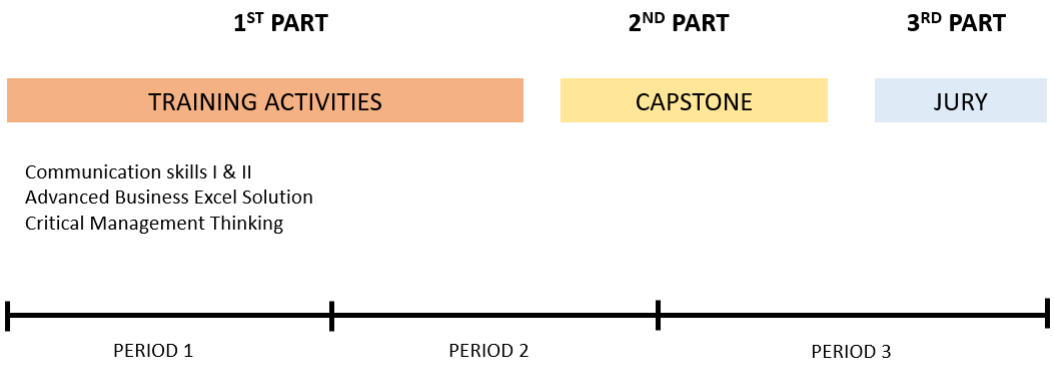
As result of this project, the students will be required to submit a report with the proposed solution to the business problem. The basic structure of the report, which the student should also follow in the presentation to the jury, will include an analysis of the situation, a diagnosis of the problems and deficiencies, a description of possible options and a series of recommendations for the future. How the document is articulated is the responsibility of the students, but they must be coherent and concise in their arguments. Therefore, clear identification of the problem, the alternatives offered, and the criteria used to make the final decision will be key to the success of the conclusions presented.

3rd part – JURY: This jury is composed of IE Faculty members and, also, invited external professors and professionals. Students will have a limited amount of time to summarize the objectives, methodology and conclusions or most important results of the applied project. At the end of the presentation there will be a question-and-answer session with the jury. Students will be evaluated individually for the work developed in teams.

The jury assess the student's ability to effectively communicate the chosen strategy and action plan. Likewise, the jury evaluates the student's ability to respond to the doubts and questions raised in response to the solution given by the student to the business problem posed.

The jury will make an overall assessment of the work presented and the oral presentation made following an equitable weighting of the established criteria.

STRUCTURE OF THE SUBJECT



GRADING SYSTEM

2nd PART - CAPSTONE (Class exhibitions and presentations) 60%

Group reports and deliverables (written) - 35%-50%
Group presentations (oral) - 20%-40%
Individual component - 20%-40%

3rd PART – JURY (Final PRESENTATION) 40%

Content, Knowledge, Comprehension & methodology – 60%
Presentation Skills – 20%
Communication & Dialogue capacity – 20%