

**COURSE DATA****DATA SUBJECT**

Code: 41041
Name: Master's final project
Cycle: Master's Degree
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2010 - Master's Degree in Business Strategy	Facultat d'Economia	1	Indefinite (Individuals)

SUBJECT-MATTER

Degree	Subject-matter	Character
2010 - Master's Degree in Business Strategy	Master's final project	MASTER THESIS PROJECT

COORDINATION

DASI RODRIGUEZ SONIA

SUMMARY

The Master's Thesis is conducting a research on issues related to the formulation or implementation of competitive strategies and control and / or corporate real contexts (academic track), or in the approach of a relevant research question and timely, as a doctoral thesis proposal (research itinerary). The final dissertation work will take place throughout the academic year, focusing most of its load in the second half

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS**COMPETENCES / LEARNING OUTCOMES**

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Conocer las principales líneas de investigación abiertas en el área de la dirección de empresas y su estado de desarrollo actual

Dominar las metodologías y procedimientos de investigación propios del área de la dirección de empresas

Dominar la terminología y el lenguaje sobre economía y dirección de la empresa, en al menos una lengua extranjera, y saber expresarse con fluidez en la misma tanto oralmente como por escrito.

Pensar de modo crítico: organizar el pensamiento, analizar, sintetizar y valorar. Esto incluye identificar asunciones, evaluar evidencias, detectar lógicas o razonamientos falsos, identificar valores implícitos, definir términos y conceptos adecuadamente y generalizar de manera apropiada

Reconocer en el campo de la dirección y estrategia de la empresa cuestiones importantes y no resueltas que merecen ser estudiadas y, a partir de ellas, ser capaz de desarrollar investigaciones (tanto individualmente como en equipo) para generar conocimiento que tenga implicaciones significativas de carácter teórico y/o práctico

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Tener habilidades de comunicación oral y escrita para presentar ideas y conocimientos de una forma coherente y ajustada a los estándares de las revistas o ámbitos científicos de dirección de empresas y estrategia

Utilizar la información y el conocimiento de forma efectiva, manejando convenientemente las tecnologías de la información, buscando, analizando y evaluando información externa e interna compleja, así como compartiendo el conocimiento

DESCRIPTION OF CONTENTS

The characteristics of the Master's thesis must conform to the itinerary chosen by the student. In the academic profile of the master, the work will focus on aspects related to the formulation or implementation and control of competitive and / or corporate strategies in real contexts. It may consist of



1. Final Master Thesis

The characteristics of the Master's thesis must conform to the itinerary chosen by the student. The proposal of complete strategic plans or of works that analyze in depth any real specific problem, such as the strategic diagnosis of any company, organization or sector, the proposal and assessment of strategic options in real contexts, the design of actions of implementation and control systems of strategies, or any other subject related to these aspects. When the authors agree to this, these works will be published online, forming a think-tank on business strategy that will be very useful for future students, alumni, managers, consultants and for all those interested in the problems of strategic management.

In the research profile, the Master's Final Project will consist of the presentation of a relevant and timely research question, as a doctoral thesis proposal. The work should be structured including the following aspects:

- a. The research question (s) that are proposed for the Doctoral Thesis.
- b. The theoretical framework on which the approach is based to answer said question.
- c. The hypothesis or preliminary propositions in which the research question is specified.
- d. Design of the empirical study that aims to perform.
 - i. Type of methodology to be used and justification of it.
 - ii. Sample or context that will be used in the empirical study.
 - iii. Plan to obtain the necessary data or information.
 - iv. Analysis of the viability of the study (possibility of access to information, financial capacity to carry out the study, etc.).

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at supplementary activities	0,00
Monitoring and tutoring of the master's thesis	0,00
Presentation and defence of the master's thesis	0,00
Total hours	0,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Independent preparation of the master's thesis	0,00
Preparation of the master's thesis project	0,00
Total hours	0,00

TEACHING METHODOLOGY

Tutorials and autonomous work of the student

EVALUATION



The evaluation will consist of the presentation and defense of a final master work before a committee composed of at least two doctors from master teachers among those who supervise master thesis. The assessment must take into account the reports made by the / the supervisor on the achievement of competence of the student.

In order to defend the work students should have passed two-thirds of the credits required.

USE OF ARTIFICIAL INTELLIGENCE. The use of Artificial Intelligence, and any other similar type of tool, will be permitted to be applied, both to classroom work and to independent work, as long as the student incorporates a declaration of responsible use into these tasks, indicating, in each case, how it has been used, the source and the parts of the work affected.

REFERENCES

- Los materiales y referencias bibliográficas para la realización del Trabajo de Fin de Máster serán los que el estudiante necesite, y contará para ello con los recursos bibliográficos de la Universitat de València y el asesoramiento de su tutor.