



## COURSE DATA

### DATA SUBJECT

**Code:** 46792  
**Name:** Master's final project  
**Cycle:** Master's Degree  
**ECTS Credits:** 30  
**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
2268 - Master's Degree in International Business Management	Facultat d'Economia	2	Second quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
2268 - Master's Degree in International Business Management	Master's final project	MASTER THESIS PROJECT

### COORDINATION

ANDREU SIMO MARIA LUISA

PEREZ CABAÑERO CARMEN

## SUMMARY

The project is an extended piece of independent work on a topic which has the approval of the iMBA programme representatives<sup>1</sup>. The topic may be suggested by the student or the course team (during seminars, sessions, etc.) but in all cases it should draw on the knowledge, skills and techniques covered by the modules studied by the student in the International Marketing specialization. This usually involves an in-depth investigation of one particular aspect of a topic covered by the taught modules, or a related aspect not formally covered.

The aims of the module are to:

- Give students the experience of carrying through a major piece of research at Master's Level, which will enable them to draw on the knowledge and skills gained throughout the IBSA programme, demonstrating to potential employers their intellectual and practical capacities;
- Enable students to integrate material from the different study areas of the IBSA programme both generalist and specialist, focusing on a research problem related to the International Marketing



specialization.

- Provide a focus for the integration of learning from a variety of sources and for the determination of personal learning and development goals.
- Develop the practice of critical and analytical self-reflection and analysis on skills, knowledge, assumptions and values associated with the participant's learning and practice.
- Develop the practices of personal development planning and continuous professional development.

**PREVIOUS KNOWLEDGE**

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

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

**OTHER REQUIREMENTS**

Modules delivered in this international master

**COMPETENCES / LEARNING OUTCOMES**

**DESCRIPTION OF CONTENTS**

**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
<b>Total hours</b>	<b>0,00</b>

**NON PRESENCIAL ACTIVITIES**

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

**TEACHING METHODOLOGY**



The Master Thesis is supported as necessary by a series of lectures, seminars and workshops, aimed at providing a basis for research philosophy, methodology and methods.

In the International Marketing Research module, students analyze different research methodologies – both qualitative and quantitative – that can give support and orientation for the empirical research conducted in his or her Master Thesis. Furthermore, students will receive guidelines from seminars and meetings with supervisors (one-to-one tutorials) about the following topics:

- The process of development the Master Thesis
- Selecting the topic for the Master Thesis
- Objectives of the Master Thesis
- Structure of the Master Thesis
- Theoretical context of the Master Thesis
- Research Methods for the Master Thesis
- Presentation of research findings and oral presentation of the Master Thesis

## EVALUATION

### Assessment Criteria for the International Marketing Specialization MasterThesis

DIMENSION	Items	POINTS
Research proposal	Clarity and relevance of the proposal (see template for proposal)	10
Introduction and research objectives	Justification of the importance of the MT topic (economic/business interest and research gap)	10



	<ul style="list-style-type: none"><li>Clarity and relevance of the MT aims and objectives</li><li>Clarity and relevance of research questions and/or hypotheses</li></ul>	
<b>Structure</b>	<ul style="list-style-type: none"><li>Logical sequencing</li><li>Writing style</li><li>Referencing</li><li>Presentation</li></ul>	10
<b>Literature Review</b>	<ul style="list-style-type: none"><li>Identification of appropriate/relevant theory</li><li>Literature employed</li><li>Critical assessment/review</li><li>Independence of thoughts/ideas</li></ul>	20
<b>Research application and Method</b>	<ul style="list-style-type: none"><li>Relevance of the research application or study context</li><li>Methodology</li><li>Methods of data collection</li></ul>	15
<b>Analysis and discussion</b>	<ul style="list-style-type: none"><li>Analysis of data</li><li>Discussion</li></ul>	15



<b>Conclusions</b>	Contribution to management practice, recommendations  Conclusion	10
<b>VIVA</b>	Quality of the visual presentation, oral skills, ability to synthesize the MT, ability to answer the questions formulated by the Committee	10
		Total 100 points

## SYNOPSIS OF THE DISSERTATION

Under the guidance of supervisors, students can develop the Dissertation using the following tentative framework:

Chapter INTRODUCTION	1. Justification of the selected topic 1a. Academic 1b. Managerial/Socioeconomic 2. General objective and specific objectives 3. Methodology 4. Framework	2,000 words
Chapter 2 LITERATURE	(example)	7,500 words



<p>REVIEW</p>	<p>2.1. Customer loyalty definition</p> <p>2.2. Effects of customer loyalty</p> <p>2.2.1. Effects in offline channels</p> <p>2.2.2. Effects in online channels</p> <p>2.3. xxxxxxxx</p> <p>2.3.1.xxxx</p> <p>Using main UV databases: ABI, Scopus, Euromonitor, etc.</p>	
<p>Chapter 3 RESEARCH OBJECTIVES, or QUESTIONS and HYPOTHESIS</p>	<p>3.1. Research objectives</p> <p>3.2. Research questions</p> <p>3.3. Development of research hypothesis (if any)</p>	<p>1,500-2,000 words</p>
<p>Chapter 4 RESEARCH METHODOLOGY</p>	<p>4.1. Research context</p> <p>4.2. Research methods</p> <p>4.4. Data analysis techniques</p>	<p>2,000 -2,500 words</p>
<p>Chapter 5 RESULTS</p>	<p>Data analysis and discussion of results in relation to the research questions (or hypotheses, if any)</p>	<p>4,000 words</p>



Chapter 6 CONCLUSION	6.1. Conclusion (according to the Master Thesis objectives)  6.2. Managerial implications	2,500 words
----------------------	-------------------------------------------------------------------------------------------------	-------------

## REFERENCES

- Kraus, S., Breier, M., Lim, W. M., Dabić, M., Kumar, S., Kanbach, D., ... & Ferreira, J. J. (2022). Literature reviews as independent studies: guidelines for academic practice. *Review of Managerial Science*, 16(8), 2577-2595.
- Patriotta, G. (2017). Crafting papers for publication: Novelty and convention in academic writing. *Journal of Management Studies*, 54(5), 747-759.
- Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know?. *International business review*, 29(4), 101717.
- Biggam, J. (2011). *Succeeding with Your Master's Dissertation: A Step-by-Step Handbook*. Open University Press, McGraw Hill Education.
- Ridley, D. (2012). *The Literature Review: A Step-by-Step Guide for Students*. SAGE Publications. SAGE Study Skills Series
- Stanislav Ivanov (2023). The dark side of artificial intelligence in higher education, *The Service Industries Journal*, 43:15-16, 1055-1082, DOI: 10.1080/02642069.2023.2258799.