

27632 - Undergraduate Dissertation

Syllabus Information

Academic Year: 2019/20

Subject: 27632 - Undergraduate Dissertation

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 6.0

Year: 4

Semester: Second semester

Subject Type: End of Grade Dissertation

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as:

- Each student will choose the modality and topic of the undergraduate dissertation based on the offer made by the Center. This offer will be updated every year.
- Seminars (0.04 ECTS: 1 hour). The supervisor will provide the students the necessary guidance for carrying out the dissertation.
- Tutorials (0.20 ECTS: 5 hours). The student will have at least 5 hours where the supervisor will guide and monitor the work.
- Autonomous work (5.74 ECTS: 143.5 hours). The student prepares and works on the dissertation individually.
- Final evaluation (0.02 ECTS: 0.5 hours).

4.2.Learning tasks

The course includes the following learning tasks:

- The student is expected to attend an induction session in which the guidelines for initial dissertation preparation will be provided.
- To prepare the dissertation draft, the student is expected to engage in autonomous work (use of the library,

reviewing the literature, writing the draft of the dissertation and revising the draft).

- Additionally, the student can set up regular appointments with the supervisor for office hour consultation.

4.3.Syllabus

Each student will choose a topic a topic for his/her dissertation from one of the research lines.

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided by the Faculty.

4.5.Bibliography and recommended resources