

Academic Year/course: 2021/22

## 27632 - Undergraduate Dissertation

### Syllabus Information

**Academic Year:** 2021/22

**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

### 2. Learning goals

### 3. Assessment (1st and 2nd call)

### 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.