

## 63074 - Master's Dissertation

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 63074 - Master's Dissertation

**Faculty / School:** 103 - Facultad de Filosofía y Letras

**Degree:** 565 - Master's in Digital Information and Communication Consulting

**ECTS:** 6.0

**Year:** 1

**Semester:** Second semester

**Subject type:** Master Final Project

**Module:**

#### 1. General information

The master's final project (MFP) consists of a personal work that demonstrates the learning results acquired by the student throughout the degree. Objective: to allow the student to show in an integrated way the training contents received and the competences and skills acquired in relation to the context in which they have to be applied.

These approaches and goals are aligned with the following Sustainable Development Goals: Quality Education (SDG 4); Gender Equality (SDG 5); Reducing Inequalities (SDG 10); Sustainable Cities and Communities (SDG 11); Peace, Justice and Strong Institutions (SDG 16); Partnerships to Achieve the Goals (SDG 17).

#### 2. Learning results

- 1- To adequately describe and understand the purpose, methodologies and procedures of digital information and communication consultancy.
- 2- To plan the necessary actions for the development of a digital information and communication consultancy.
- 3- To list and explain the ways of systematization and exposition of social science research applied to academic and professional works related to digital information and communication consultancy.
- 4- To understand and apply the ways of systematizing and exposing the practice of professional activity related to information consulting and digital communication.
- 5- To present a written report in a clear, structured and comprehensible manner.
- 6- To correctly defend their work in front of an audience.
- 7- To be able to analyse and summarise.
- 8- To organize and plan.
- 9- To be able to communicate in foreign languages.
- 10- To be critical and self-critical.
- 11- To be able to work in interdisciplinary teams.
- 12- To be able to work in an international context.
- 13- To learn.
- 14- To be able to adapt to new situations.
- 15- To generate new ideas and solutions (creativity and innovation).
- 16- To be able to work under pressure.
- 17- To be able to lead teams in a working environment.
- 18- To have initiative and an entrepreneurial spirit.
- 19- To pursuit excellence.

#### 3. Syllabus

- 1- Planning and design of the master's final project.
- 2- Data collection and analysis.
- 3- Writing of results and conclusions.
- 4- Writing and composition of the master's final project.
- 5- Presentation and defence of the master's final project.

#### 4. Academic activities

Tutorials; personal work and study; tests or assessment activities.

#### 5. Assessment system

First call:

The deposit, presentation and public defence of the master's final project will be guided by the regulations in force in the Faculty of Philosophy and Letters.

The MFP report will include, at least, the following elements:

- Abstract, in more than one language.

- Introduction: justification of the work, state of the question, objectives and methodology applied.
- Analytical development.
- Conclusions.
- List of sources, bibliography and resources or materials used.

Generic instructions on the MFP will be published by the coordinator on the digital teaching platform. The director of the MFP will give more specific instructions, according to each work. The minimum length of the MFP is 1000 words per credit.

Assessment criteria: scientific quality of the work, methodology used, critical capacity, results obtained and their interpretation, linguistic correctness and quality of the presentation delivered before the board of examiners.

The board will follow an evaluation rubric established for this purpose.

Second call:

Identical to the global assessment test of the first call.

## **6. Sustainable Development Goals**

4 - Quality Education

11 - Sustainable Cities and Communities

16 - Peace, Justice and Strong Institutions