

FINAL PROJECT

**Grado en Administración de Empresas / Bachelor in
Business Administration BBA SEP-2024 FP-
NBA.LeadModOrgs.4.M.A**

Area Functional Group - Program Direction

Number of sessions: 15

Academic year: 24-25

Degree course: FOURTH

Number of credits: 12.0

Semester: 2º

Category: COMPULSORY

Language: English

Professor: **BERNADETTE BULLINGER**

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Bernadette Bullinger teaches and researches human resource management. Her current research aims to understand work and its conditions today such as mobility and migration, inequality, and changing relationships between employers and workers. She has a strong interest in social and organization theory, specifically in institutional theory and French convention theory. Bernadette received her doctoral degree from the University of Mannheim and afterwards held positions at the University of Leeds and the University of Innsbruck. As a visiting researcher, she had the chance to visit Stanford University, the University of Alberta and IE University, before joining IE full time in 2018. Bernadette's research has been published in international journals such as Organization Studies, Journal of Management Inquiry, Employee Relations, British Journal of Management, Scandinavian Journal of Management, and others.

Office Hours

Office hours will be on request. Please contact at:

bbullinger@faculty.ie.edu

SUBJECT DESCRIPTION

What is a 'Final Project'?

A final project is a study that contributes to the existing body of knowledge in a specific field of business, in this case, human resource management (HRM). It acknowledges and extends previous work, so you need to develop a strong understanding of the existing literature. In your HRM final project, you will formulate an innovative research question and answer it by conducting a qualitative empirical study. The project must also have practical implications for the business community (e.g., practitioners, policymakers, entrepreneurs, etc.).

Human resource management views people as resources and, arguably, the most important source of competitive advantage for companies in today's business environment. Ensuring employee commitment and motivation is a central priority of human resource management. In this sense, the course welcomes final projects from all areas and perspectives related to (managing) people at work.

Possible topics include but are not limited to: career development and aspirations of third culture kids and people with extensive international experience, global careers, employer branding and job advertisements, experiences and careers of entrepreneurs, marginalized workers, frontline workers, or professionals such as consultants, accountants, lawyers, etc.

LEARNING OBJECTIVES

You will learn how to

1. formulate a research question for a thesis,
2. collect and analyze your own **qualitative** data (and you consequently expected to have an interest in qualitative empirical research and familiarize yourself with it),
3. write a thesis, and
4. present your research, its results and implications to an audience of experts as well as non-experts.

TEACHING METHODOLOGY

IE University teaching method is defined by its collaborative, active, and applied nature. Students actively participate in the whole process to build their knowledge and sharpen their skills. Professor's main role is to lead and guide students to achieve the learning objectives of the course. This is done by engaging in a diverse range of teaching techniques and different types of learning activities such as the following:

Learning Activity	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	1.3 %	4.0 hours
Discussions	0.7 %	2.0 hours
Exercises in class, Asynchronous sessions, Field Work	4.7 %	14.0 hours
Individual studying	93.3 %	280.0 hours
TOTAL	100.0 %	300.0 hours

AI POLICY

In today's world, generative artificial intelligence (GenAI) is changing how we work, study and, in general, how we get things done. However, in the context of this course, **the use of GenAI is not permitted, unless it is otherwise stated by the instructor**. The use of GenAI tools would jeopardize the students' ability to acquire fundamental knowledge or skills of this course.

If a student is found to have used AI-generated content for any form of assessment, it will be considered academic misconduct, and the student might fail the respective assignment or the course.

PROGRAM

The class will entail a minimum of 4 sessions taking place in a classroom where general points and guidelines will be given to all students enrolled in this class.

These sessions are intended to go over basic points, which are common to all projects.

SESSION 1 (LIVE IN-PERSON)

- Introduction, description of how you are going to work, set expectations.
- Group brainstorming on research ideas.

Book Chapters: Research methods for business students (Chapter 2) (CED)

SESSION 2 (LIVE IN-PERSON)

- Students present their research proposal
- Methods, data gathering process, consultation on generating an interview schedule
- Deliverables: research proposal presentation, list of possible interview partners

SESSION 3 (LIVE IN-PERSON)

- Midterm feedback on first draft (introduction & outline of research)
- Consultation on the analysis of qualitative interviews
- Deliverable: transcript of min. one of your interviews (bring to class), first draft (submit before)

Book Chapters: Research Methods for Business Students (Chapter 13) (CED)

SESSION 4 (LIVE IN-PERSON)

- Getting ready for final draft, preparation of a presentation
- Discussion of all remaining questions
- Deliverable: Every student provides feedback on the draft of another student

SESSION 5 (LIVE IN-PERSON)

- Individual feedback on the final draft
- Information & tips for the oral presentation

SESSION 6 (ASYNCHRONOUS)

SESSION 7 (ASYNCHRONOUS)

SESSION 8 (ASYNCHRONOUS)

SESSION 9 (ASYNCHRONOUS)

SESSION 10 (ASYNCHRONOUS)

SESSION 11 (ASYNCHRONOUS)

SESSION 12 (ASYNCHRONOUS)

SESSION 13 (ASYNCHRONOUS)

SESSION 14 (ASYNCHRONOUS)

SESSION 15 (ASYNCHRONOUS)

EVALUATION CRITERIA

The final grade will depend on the written document (60%), and on the oral presentation (40%).

Your written final project will be evaluated according to (1) the quality of your data collection and analysis, (2) the depth and soundness of your own critical analysis of existing literature and the quality of sources, and (3) your overall (formal) style and argumentation skills. Your written document has to be 40 pages, double spaced, including title page, acknowledgment, executive summary, and the main body of text, not including references, and appendices.

You have to conduct a minimum of 6 interviews (of a duration of 30 minutes or more).

In order to receive a passing grade, you must submit the audio or video files of your interviews together with your final project.

criteria	percentage	Learning Objectives	Comments
written document	40 %		
Individual presentation	60 %		

RE-SIT / RE-TAKE POLICY

Final Project Retake Policy

Each student has 4 chances to pass the Final Project over two consecutive academic years: ordinary call and extraordinary call (re-sits) in June/July.

Students who do not comply with the attendance rule during the semester will fail the first call and have to submit and present again the Extraordinary call period.

Evaluation criteria will be subject to the following rules:

Students failing the course in the ordinary call (during the semester) will have to re-submit their paper and present their project again in June / July.

The extraordinary call in June / July (re-sits) requires your presence. There is no possibility to change the date, location or format of the submission or defense, under any circumstances. Dates, location and instructions of the June / July presentations will be posted in advance. Please take this into consideration when planning your summer.

The extraordinary June / July re-sits will consist of another oral presentation and a resubmission of your final paper. Your final grade for the course will be based solely on these two items. Students will have to achieve the minimum passing grade of 5 and the maximum grade will be capped at 8.0 (out of 10.0) – i.e., “notable” in this re-sit. Please, make sure to improve your project with the professor's feedback received during the ordinary call in order to pass your failed project.

In case you decide to skip the opportunity to redo the project during the June / July extraordinary call, you will need to enroll in that course again for the next Academic Year as a re-taker and pay the corresponding extra cost. As you know, students have a total of 4 allowed calls to pass a given subject or course, in order to remain in the program.

Re-takers: Students who failed the Final Project in the ordinary and extraordinary call within any Academic Year will have to re-enroll as re-takers. If the same topic is offered students may choose to enroll as a retaker in the same course and contact their professor individually. If the topic is not offered or the student would like to enroll a different topic, (s)he might choose any available topic respecting the established requirements, deadlines and regulations. As retaker, students may also choose a different Final Project. The maximum grade that may be obtained in the re-take exam (3rd call) is 10.0 (out of 10.0).

Students failing more than 18 ECTS credits after the June-July re-takes will be asked to leave the Program.

Supervision: students will have formal supervision during the ordinary calls (1st and 3rd call) only. For the extraordinary exam, students will work on their own based on the feedback (written or oral) received by the evaluation committee in the defense of the first call.

BIBLIOGRAPHY

Recommended

- Mark N.K. Saunders, Philip Lewis and Adrian Thornhill. *Research Methods for Business Students*. 8th. ISBN 9781292208787 (Digital)
- Amir Marvasti. *Qualitative research in sociology*. ISBN 1104413221 (Digital)
- Uwe Flick. *An introduction to qualitative research*. ISBN 9781529781328 (Digital)

BEHAVIOR RULES

Please, check the University's Code of Conduct [here](#). The Program Director may provide further indications.

ATTENDANCE POLICY

Please, check the University's Attendance Policy [here](#). The Program Director may provide further indications.

ETHICAL POLICY

Please, check the University's Ethics Code [here](#). The Program Director may provide further indications.

