

# THESIS

DEGREE: BACHELOR IN BUSINESS ADMINISTRATION

DEGREE COURSE YEAR: 4<sup>TH</sup> YEAR

CATEGORY:  BASIC  COMPULSORY  OPTIONAL

NO. OF CREDITS (ECTS): 12

LANGUAGE: ENGLISH AND SPANISH

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## 1. SUBJECT DESCRIPTION

The purpose of the thesis (TFG) is the presentation and defense of an original work done individually<sup>1</sup>. The thesis will consist of a thorough study of any aspect related to the subjects covered during the degree and will give students the opportunity to apply and integrate the knowledge acquired throughout their career. The experience to reflect on various aspects of the discipline or to create new knowledge gives students the opportunity to contribute to the discussion of the discipline and also serves to enrich their professional future.

The thesis has to reflect an effort worth 12 credits, which amounts to 300 hours of work by the student.

## 2. CONTENT

The content of the BBA thesis can be very diverse. It may consist of the following:

- Technical, organizational and/or economic study of different aspects related to the disciplines of the degree;
- Business Plan and its feasibility study;
- Analysis and resolution of a real case study;
- Analysis of an industry
- Literature review and description of the *state of the art* in a specific topic...

## 3. WORK PREPARATION

The student is responsible for the preparation and defense of the thesis under the conditions determined by the University. The student is expected to contact a thesis supervisor associated to the IE University or IE Business School Faculty for the guidance, assistance, continuous monitoring and control of the project. This supervisor, although chosen by the student, has to be approved by the Program Directorate. At the time of submitting the thesis proposal, the student has to confirm who will be the thesis supervisor (contact details of the thesis supervisor need to be completed in the thesis proposal form). Therefore, it is strongly recommended that students start looking for a supervisor the semester previous to thesis defense.

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<sup>1</sup> Although the thesis will preferably be an individual work, the Program Directorate may authorize its collective realization depending on the content and characteristics of the selected project. Despite this, both presentation and evaluation of the work will be individual for each group member.

Exceptionally and for duly justified reasons related to the characteristics of the thesis project, the Program Directorate could approve a thesis supervisor from outside IE community. The Program Directorate may also approve two Academic Supervisors to one single thesis or a Technical Supervisor who could be an external professional not related to the University.

The scope and content of the proposed thesis must be adjusted in accordance to the number of hours of dedication estimated in the plan for the BBA Degree (25 hours/1 ECT).

Supervisors should offer, under the control of the Program Directorate, a plan of systematic and periodic tutorships adapted to the established allocation of credits ECTS and to the characteristics of the authorized project. The student must contact periodically his/her supervisor in order to discuss his work progress according to the calendar and procedures established at the beginning by the supervisor. The rules on attendance and participation in tutorships and other educational activities required will be rigorously applied.

Both the conduct and presentation of the thesis will be held in the language in which the student is enrolled in the corresponding grade.

The thesis may be developed, at most, for two consecutive academic years and will have two calls, one ordinary and one extraordinary, in each year.

#### **4. COMPETENCES TO ACQUIRE**

- Capacity for analysis and synthesis.
- Ability to manage information.
- Problem-solving skills.
- Ability to think creatively and develop new ideas and concepts.
- Ability of self-assessment: to be able to assess own performance critically.
- Ethical commitment.

#### **5. LEARNING RESULTS**

- Develop critical and analytical spirit that favors the development of an independent project.
- Implement and integrate the knowledge acquired during the academic career.
- Choose a suitable framework for problem-solving.
- Understand, analyze and adequately use literature sources and data.
- Apply the different research methods, the procedures for formulating and testing hypotheses and the interpretation of results.
- Communicate orally and in writing, with consistent and clear arguments, the results of an investigation.

## 6. EVALUATION SYSTEM

The **evaluation elements** will be the following:

- **Structured Written Report (50%):** The Final Project will be implemented in a written report with the following a structured format<sup>2</sup>:
  - I. Background,
  - II. Hypothesis,
  - III. Methodology,
  - IV. Results, and
  - V. Discussion.
- **Oral presentation of the report to the University Tribunal (35%).** The evaluation tribunal shall comprise at least three members:
  - The Program Directorate which will be the chair of the tribunal;
  - Two IE professors.
  - In the presentation, students must place special emphasis on points IV and V. The tribunal will pose a set of questions to the candidate after each presentation.
- **Supervisor evaluation (10%):** Coinciding with the deadline for thesis submission, the thesis supervisor will submit a signed document grading the student's work (grade between 0 and 10) and describing the performance of the student throughout the thesis completion period.
- **Self-Assessment (5%):** personal report with an analysis of the student experience: expectations and evaluation of personal development.

**Evaluation Criteria.** The following will be considered:

- Assessment of the student performance by the supervisor
- Proficiency in the topic, understanding of the problem and research
- Clarity and coherence of ideas in the written report and presentation
- Quality of the responses to the tribunal questions.

The Tribunal will award a numerical grade to the thesis that will be incorporated to the student's transcript and which will be used, properly weighted by the number of credits, to calculate the grade point average (GPA).

Based on the resulting grades and the Tribunal's recommendation, the Program Directorate may propose to the Chancellorship a *Thesis Award* to the student whose TFG has excelled in the corresponding academic year.

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<sup>2</sup> The evaluation of business plans follows a slightly different criteria. Check the "Business Plan Guidelines For BBA Thesis" document for the specific criteria of evaluation.

### ***Supervisor Prerogatives***

- The Supervisor may deny the possibility of presentation of the thesis in the first ordinary call if he/she considers that the work does not meet the minimum requirements. In that case, the student will not be evaluated and no grade will reflect in his transcript. He will not miss the extraordinary call of the enrollment, except in the case of non-compliance with the attendance rules to the educational activities.
- Also, the Supervisor may deny the possibility of presentation of the thesis in the first extraordinary call. In that case, the student will lose enrollment in that academic year and will not be evaluated and no grade will reflect in his transcript.
- In both cases, and in case of disagreement with the decision of the Supervisor, the student may request the intervention of the Program Directorate to decide in this regard.

### ***Obtaining (0) grading “Failed”***

Among others, the following circumstances will lead to that grade:

- Breach of the rules on attendance to tutorships or other educational activities will automatically get that rating in the two calls for enrollment of that academic period.
- Non-delivery of the written report and supporting documentation on time and under the established conditions without cause duly substantiated.
- Delivery of a poor written report which does not meet the minimum requirement for its oral presentation.
- The non-appearance before the Tribunal at the requested time, unless otherwise decided by such Tribunal for duly justified reasons.
- Failure to submit the thesis proposal on time at the beginning of the semester in which the student is enrolled for defense will imply a grade of “0” and the student will automatically lose their 1st chance to present their thesis, and will go directly to the 2<sup>nd</sup> call (in July). Students in this situation, will aspire to a maximum grade of 8 out of 10 in the 2nd call.

### ***Amendments to the final thesis and/or retake***

It could be the case that the thesis presented by the student fails to achieve the passing grade assigned by the Thesis Tribunal. This may occur under the following circumstances:

- The overall final grade is lower than 5 after adding up all the weighted evaluation elements (written report, oral presentation, supervisor evaluation, and self-assessment);
- The written report alone does not reach a minimum grade of 4.

In these cases, the Thesis Tribunal may consider that the thesis should be presented in the extraordinary retake period.

**ANNEX I**

**BBA- PROCEDURE FOR PREPARATION AND PRESENTATION OF THE THESIS**

<b>ACTIVITY</b>	<b>AGENT</b>	<b>TIME LIMIT/TERM</b>
Thesis proposal. Proposal of Supervisor	Student	The deadline will be announced in the previous semester (typically in the first 3 weeks of the course of realization of the thesis).
Approval of the thesis project	Program Directorate	Within 10 days of the submission of the proposal.
Preparation of the thesis	Student Supervisor	In the term(s) of delivery
Authorization for the delivery of the written report	Supervisor	Prior to delivery of the written report
Evaluation of the written report	Supervisor Student	Prior to delivery of the written report Last Friday of November (1 <sup>st</sup> semester). Mid May, (2 <sup>nd</sup> semester)
Delivery of the written report and supporting documentation (if applicable)		
Publication of the list of students authorized to present the thesis before the Tribunals	Program Directorate	First week of December (1 <sup>st</sup> semester) Third week of May (2 <sup>nd</sup> semester)
Appointment of the Tribunals	Chancellor's Committee on a proposal from the Dean	First week of December (1 <sup>st</sup> semester) Third week of May (2 <sup>nd</sup> semester)
Call for presentations in front of the Tribunals	Presidents of the Tribunals	First week of December (1 <sup>st</sup> semester) Third week of May (2 <sup>nd</sup> semester)
Start of presentations to the Tribunals	Students in the order of the list established by the Tribunals	Second week of December (1 <sup>st</sup> semester) Fourth week of May (2 <sup>nd</sup> semester)
Evaluation of the thesis	Tribunals	The following working day after the completion of all the presentations
Revision of the written report of the thesis (only in the 1 <sup>st</sup> ordinary call)	Tribunals	Period determined by the Tribunals

**ANNEX II**

**CALLS FOR THESIS (TFC)**

<b>CALL</b>	<b>CONDITIONS</b>	<b>EVALUATION</b>	<b>RESULTS</b>
1 <sup>st</sup> ordinary call (1 <sup>st</sup> ) (1 <sup>st</sup> enrollment)	<ul style="list-style-type: none"> <li>• Enrollment in all subjects of the curriculum.</li> <li>• Specific requirements (if applicable)</li> <li>• Certificate of Proficiency in the Language Center.</li> <li>• Passing grade in all the subjects of previous courses and of previous quarter (unless enrollment is suspended)</li> <li>• Attendance to planned educational activities</li> </ul>	Positive	Approval of the thesis
		Revision	New presentation of the revised thesis
		Negative	Failure of the thesis Loss of a call
1 <sup>st</sup> extraordinary call (2 <sup>nd</sup> ) (1 <sup>st</sup> enrollment)	<ul style="list-style-type: none"> <li>• Attendance to planned educational activities</li> </ul>	Positive	Approval of the thesis
		Negative	Failure of the thesis Loss of enrollment
1 <sup>st</sup> ordinary call (3 <sup>rd</sup> ) (2 <sup>nd</sup> enrollment)	<ul style="list-style-type: none"> <li>• All the above conditions</li> <li>• New enrollment</li> <li>• Passing grade in all the subjects in the curriculum (unless enrollment is suspended)</li> <li>• Attendance to planned educational activities</li> </ul>	Positive	Approval of the thesis
		Negative	Failure of the thesis Loss of a call
1 <sup>st</sup> extraordinary call (4 <sup>th</sup> ) (2 <sup>nd</sup> enrollment)	<ul style="list-style-type: none"> <li>• Attendance to planned educational activities</li> </ul>	Positive	Approval of the thesis
		Negative	Failure of the thesis Loss of enrollment Application of the rules of permanence