

Teaching guide

IDENTIFICATION DETAILS

Degree:	Business Administration and Management		
Field of Knowledge:	Social and Legal Sciences		
Faculty/School:	Law, Business and Government		
Course:	END-OF-DEGREE PROJECT		
Type:	Degree Project	ECTS credits:	6
Year:	4	Code:	7145
Teaching period:	Eighth semester		
Subject:	Final Degree Project		
Module:	Maturation and Application to Practice of Acquired Knowledge		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

The Final Degree Project is the subject that completes the curriculum of any official degree, in which the student must show in an integrated way the acquired competencies and the training contents specific to the degree. It is an individual work, which must be aimed at applying the general competencies associated with the degree, under the supervision of a tutor assigned by the Degree Management.

The mandatory phases for the preparation of the TFG are the following:

- Phase 1 (Choice of topic): drafting a report justifying the appropriateness of the chosen topic and carrying out an activity to present and argue the proposal.
- Phase 2 (Planning): drawing up a work plan and schedule.
- Phase 3 (Monitoring and Development): carrying out several partial deliveries in which the student's continued

work in various fields will be demonstrated: documentary research, fieldwork, presentation and analysis of partial results, etc. Review and corrections. This phase will culminate in the presentation of a complete draft of the TFG. During this phase, all work must be carried out under the supervision of the assigned tutor.

- Phase 4 (Final Delivery): deposit of the written memory of the TFG. The student must obtain the prior authorization of the assigned tutor to proceed with the deposit.
- Phase 5 (Oral Defense): public defense before an evaluating court.

GOAL

GENERAL OBJECTIVES

The general objective of the Final Degree Project course is for students to apply the knowledge, skills and competencies acquired during their years of university study, through work consisting of creating a business or company plan that collects the vast majority of the knowledge acquired in the degree.

In the Final Degree Project, the student must search for information from various sources, organize and analyze it with computer and knowledge tools appropriate to the specificity of the data contemplated, thus showing their knowledge. The development of solutions, the setting of objectives, the establishment of control and monitoring tools and the solution of the various problems posed in the Final Degree Project actually involve the implementation of analytical and synthetic thinking, the correct use of reflection and the exercise of decision-making in compliance with the proposed objectives. The areas analyzed must cover aspects such as financial and market viability, competitiveness, social and environmental sensitivity.

The presentation and defense of the solutions provided allows us to verify familiarity with competencies such as organizational and planning capacity for business administration and management, the practical application of specific knowledge of computer tools and the oral and written communication skills essential for professional practice.

The specific purposes of the course are:

- Analyze and synthesize business thinking.
- Search for information from various sources, read, understand and use the specific nomenclature of business administration and management for appropriate decision-making.
- Recognize the uniqueness of the company in terms of its operation and the holistic way in which the various functional areas are integrated.
- Reflect the fundamental aspects of management, control, risk assessment and the management of both own and external resources.

In defending work, students must demonstrate their capacity for communication, ethical sensitivity, equity and justice, contribution to society as well as the attitude of social responsibility implicit in their project.

PRIOR KNOWLEDGE

Students must pass all the credits of the degree with the exception of those corresponding to the final degree project (234 approved credits) and therefore have all the contents of the degree internalized for incorporation into it.

You must also be aware of and comply with the various regulations published by the university, both those specific to the preparation, defense and evaluation of the TFG, and all those general regulations related to your studies and/or the university environment.

COURSE SYLLABUS

The structure and contents of the written report of the TFG will be:

0. COVER AND INDEX

I. EXECUTIVE SUMMARY: Summary or synthesis with the most relevant aspects of the Business Plan, providing a concise and complete overview of the entire plan. It is included at the beginning of the TFG, although it will be drawn up once the business plan is concluded. (1 or 2 pages)

II. PROJECT IDENTIFICATION: general introduction to the business idea describing the detected need that justifies its realization and the contribution that the creation or implementation of the project would bring to society and to the common good. In addition, following the Business Model Canvas, the corresponding canvas will be developed to understand and present the business model in an objective and structured way.

III. STRATEGIC PLAN: Description of the major decisions, objectives and goals that will determine the progress of our business in a given period of time. The strategic plan is a program of action that consists of clarifying what we intend to achieve, how and when we intend to achieve it. It establishes the mission, vision and values of the company. You must indicate the starting point of the business project, which business strategies of those studied in the degree will be applied (Ansoff, Porter, etc.) and how they will develop over time.

IV. MARKETING PLAN: It is essential to carry out in-depth prior research. In this preliminary investigation, all the aspects that may directly influence our business idea must be analyzed in depth: Carrying out an analysis of the environment in which our company will operate. It is recommended to use some of the main analysis tools studied during the degree (PESTEL, FODA, CAME, model of the 7S, Porter's 5 forces, etc.) Market analysis: the evolution of sales figures, market shares, distribution channels, price structure, etc. Competition research: identification of the main competitors, their strengths and weaknesses, their value propositions, promotion and advertising actions they carry out, etc. Consumer research: psycho-demographic definition and buying and consumption habits. For this purpose, it is recommended to carry out some "ad hoc" research and to apply the tools studied during the degree (e.g.: Card, Buyer-persona, Customer journey, etc.) Segmentation and selection of Markets and Customers. Justified decision of the target market and customers. Establishing Competitive Advantage, Value Proposition and Positioning. Setting marketing objectives. Sales forecasting in three scenarios (pessimistic, conservative and optimistic) and the compliance indicators necessary for its control. Product Strategy: define the product or service to be marketed, indicating the differences with similar products existing in the market, their forms of presentation, characteristics, etc. Pricing Strategy: fixing the price of products and services, depending on the strategy decided and the conditions of the competitors. Distribution Strategy: detailed description of the distribution channels to be used. Special mention to the "on line" channel and the possible creation of franchises. Communication Strategy. Establishment of the communication strategy and the main lines of the actions to be carried out, coordination, execution and control of the actions to be carried out. Detailed description of the different actions to be carried out in the Promotion and Advertising Plan, clearly specifying those responsible, budget and dates. Preparation of the Marketing Budget. Calculation of the resources needed for the implementation of the Marketing Plan.

V. OPERATIONS PLAN: Summary of all technical and organizational aspects related to the production and distribution of the product or service to be offered and of the support that the customer will require before, during and after purchasing the product or service. All the processes present in the business model (manufacturing, production, stock control, customer service, technical support, etc.) should be considered in detail Preparation of the operating budget. Calculation of the resources required for the implementation of the Plan of Operations.

I SAW. TECHNOLOGICAL PLAN: Special mention in the business plan is the reference and description of the technological means that will be used with a view to optimizing the different areas of the company, both production and administration and commercial and marketing. Preparation of the Technological Budget. Calculation of the resources needed for the implementation of the Technological Plan.

VII. LEGAL AND FISCAL PLAN: Decision and reasoning based on the legal form in which the company will be constituted: individual entrepreneur, public limited company, limited company, etc. among the different options offered by the Spanish legal system. Likewise, the tax and tax obligations that derive from the exercise of economic activity must be taken into account: Economic Activities Tax, Corporation Tax, Value Added Tax, Fees, etc. At this point, it is important to highlight that many of these obligations will depend on the type of company selected. Analysis and application of specific legislation depending on the location of the company, the sector, the

services or products commercialized. o Preparation of the fiscal and legal budget. Calculation of the resources needed for the implementation of the Fiscal and Legal Plan.

VIII. HUMAN RESOURCES PLAN: Clearly determine everything related to personnel policy: necessary workers, qualifications and responsibilities, wage policy, etc. Include the company's functional organization chart and its evolution over time. Analysis and justification of the applicable collective agreement. Calculation of the necessary resources and budget for the implementation of the Human Resources Plan.

IX. INVESTMENT PLAN: Detailed description of the company's tangible and intangible fixed assets, indicating its amortization policy. Preparation of the Investment Budget. Calculation of the resources needed for the implementation of the Investment Plan.

X. ECONOMIC-FINANCIAL PLAN: This section must include all the economic and financial information of the project to verify its viability for three years. Complete and detailed income statement for each of the first three years of operation of the company (the monthly details must be submitted for the first year of operation, the second and third the cumulative data will be presented at the end of the year). Detailed cash flow for each of the first three years of the company (the monthly detail must be submitted for the first year of operation, the second and third, the cumulative data will be presented at the end of the year). This analysis will make it possible not only to determine the final figure of Cases and Banks in the balance sheet (for each month of the first year and each following year), but also and especially what and when the financing needs occur (at the beginning of operations, over the first months or years depending on the new investments needed). Detailed balance sheet for each of the first three years. Funding Plan: Once the funding needs, especially the initial ones, have been specified, define the procedure by which these needs will be financed. Sensitivity analysis: incorporating the three sales scenarios (pessimistic, conservative and optimistic). Comment on the opportunity to make the investment based on these financial projections. Estimate the Cost of Capital, the Net Present Value and the Internal Rate of Return of the investment (including a residual value at the end of the third financial year). Relevant economic-financial ratios. It should include those ratios that the student considers relevant and significant according to the business model, as well as the KPIs used for monitoring.

XI. CONCLUSIONS: Critical and argued reflections on the execution as well as on the viability of the business plan.

XII. BIBLIOGRAPHY: All those resources used as support and sources of information in the preparation of the TFG must be listed.

XIII. ANNEXES: Any document prepared or not prepared by the student that is considered necessary and relevant for a better understanding of the TFG presented will be included in this section.

XIV. DECLARATION OF NON-PLAGIARISM: it will include the full identification of the author, date of submission and signature. The entire work must meet the requirements of the APA 7th edition regulations or the current version indicated at the beginning of the academic year.

EDUCATION ACTIVITIES

TRAINING ACTIVITIES* The student must develop an innovative business project or a development plan for an existing business. Through work, students must demonstrate that they have the knowledge acquired in the career. These should help you carry out the relevant analyses for the study of its viability and profitability, as well as the execution plans. The student will be assigned a tutor with the objective of discussing, reviewing the contents and supervising the development of the TFG. To complete the final degree project, it is necessary to be enrolled in the subject. For your subsequent defense, you must have passed all the subjects of the Degree.

OPERATIONAL DETAILS* Below are the training phases that the student must complete:

1. TFG Proposal: After receiving the first training session and following the format determined for each course (writing, oral defense, video recording, etc.), the student must submit a report justifying the chosen topic and upload it to the Virtual Classroom. Once this report has been submitted, the TFG Evaluation Committee (CETFG) will decide whether or not to approve it. Those subjects in which the CETFG does not consider that they can

demonstrate the acquisition of both the general and specific values and competencies developed during its curriculum will be denied. Nor will those proposed by another student in the same way be accepted, and the student must present another alternative. For this purpose, the order of entry of the proposals for topics on the TFG in the virtual classroom will be recorded. If the topic proposal submitted by the student is rejected by the CETFG, there will be a period of fifteen days for the student to modify their proposal and submit it again. If this second proposal is rejected or the student does not submit a new proposal on the established dates*, the CETFG will communicate ex officio a topic considered appropriate for them to develop their TFG. Logically, the approval of the proposed topic does not entail the safe passing of the subject, for this purpose the work must be carried out as specified throughout this document. The CETFG will inform the students, according to the academic calendar of each course, the name and email of the corresponding tutor, as well as the dates on which they must submit the parts and the final work. It is the student's responsibility to contact their tutor in order to specify the schedule of necessary meetings and to plan the work that will be carried out under their supervision for the proper development of the TFG.

2. Training sessions/follow-up tutorings/partial deliveries: Six mandatory and evaluable training sessions will be scheduled, corresponding to the parts into which the TFG is divided. Within the deadlines that are determined and communicated*, the student must submit several partial deliverables through the virtual classroom plus a final draft that consolidates and completes the complete work. The student's continued work will be supervised by a tutor through regular and mandatory meetings.

3. TFG delivery: The final delivery of the TFG will be made through the virtual classroom on the dates officially indicated through the*. In the case of the final delivery, the student must upload two copies (one of them must not have any identification of either the student or the tutor) in .pdf format with a maximum length of 30 pages (the attachments do not count).

4. Defense before the TFG Court: Before the defense, the student must upload an executive summary and a copy of the presentation to the Virtual Classroom, which will be sent to each of the members of the court. The defense of the PFG before the court will be public and will last 30 minutes. To do this, the student must have prepared a presentation of a maximum duration of 15 minutes and will leave the remaining 15 for questions by the members of the Court. It is recommended to pre-test the duration of the presentation to adjust the times. The courts will be composed of three people, at least one of them will be a professor of the degree and the others may be qualified professionals. The guardian may be present during the defense of the work as part of the public, in no case may he intervene during the defense nor will he be part of the court. The publication of court dates and times will be made through the virtual classroom of the subject after the Evaluation Board of the ordinary and extraordinary calls. The student must be available in person during this period for the presentation and defense of the work.

5. Publication and review of the grades: The publication of the grades will take place days after the completion of the submissions through the official minutes. The learning evaluation system is reflected in the teaching guide for the subject, and is available in the virtual classroom of the subject and on the university's website. The student may request in writing the verification of the grade within two business days from the day following the publication of the grades. The resolution will be notified within a maximum period of five business days from the request for the review. If a student suspends the TFG, they can apply for the next call with the same topic, making the necessary modifications to it to pass the evaluation.

IMPORTANT:

For papers that are submitted in the Ordinary Call: Students who submit the written report in this call and who have been followed up by the tutor of their TFG, but did not defend it for any reason may submit the same work submitted for the extraordinary call. Students who submit their written report and make the defense before the court but fail in this call may apply for the extraordinary call with the same subject, but incorporating the necessary improvements in their work.

For works submitted in the Extraordinary End of Degree Call (January): In order to apply for this call, the student is required to complete, within the time allowed for this purpose, the official application process through the Student Secretariat and obtain the approval of that department. Students who have already submitted, defended the TFG and have not passed it in previous calls can submit the same topic by making the appropriate modifications to it to be able to successfully pass the subject. The Virtual Classroom will be informed of the procedure to be followed for

those students who must have at least two meetings with their tutor between the months of October and January to verify that appropriate corrections have been made. Students who have submitted the work in the previous year and who have successfully monitored the TFG by the tutor, but who were unable to defend it because they did not pass all the subjects of the Degree, may submit the same work for the final degree call without any modification being necessary, unless the student himself so wishes. Students who have not previously submitted their work, have not been evaluated by their tutor or have not passed the evaluation of the work must undergo a special follow-up process between the months of September and December. They must complete two mandatory deliverables that can be evaluated by the Tutor in the Virtual Classroom, in addition to the final delivery. For all calls: Students who submit the report of the TFG, have been evaluated by a tutor and the court has been constituted for the defense of the same, do not appear on the day and time communicated for said defense will be evaluated with Suspense in the official minutes of the course.

*The dates, training activities and the distribution of working times may be modified and/or adapted according to the different schedules of the University.

DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
22,50 Horas	127,50 Horas

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

Ability to carry out synthetic and analytical thought.

To have developed an ability for critical and reflective thought.

To develop oral and written communication skills in a native and foreign language.

To be able to apply relevant IT knowledge to the field of study.

To be able to learn autonomously and independently.

To enjoy a creative and entrepreneurial spirit.

General Skills

Ability to carry out synthetic and analytical thought.

To have developed an ability for critical and reflective thought.

To develop oral and written communication skills in a native and foreign language.

To be able to apply relevant IT knowledge to the field of study.

To be able to learn autonomously and independently.

To enjoy a creative and entrepreneurial spirit.

Specific skills

Be able to design and manage projects.

Develop habits of rigorous thinking.

Analyze and synthesize the main ideas and contents of all types of texts; discover the theses contained in them and the issues they raise, and critically judge their form and content.

Identify the mission of the university.

Develop oral and written communication habits

Identify the technical vocabulary related to the different disciplines.

Know how to effectively use computer tools for making presentations.

Describe and exercise the content and procedure of the tools of university work: text commentary, analysis, synthesis and preparation of a research paper.

Identify one's own personal maturation process and the goals to be achieved, organizing an action plan aimed at achieving them.

Be able to apply knowledge to practice.

LEARNING RESULTS

It presents a document in the format of a business project that distinguishes the different parts that make it up, an appropriate structure of them and the orientation of the whole to the proposed results.

It reflects in the different parts of the Final Degree Project the appropriate level of knowledge and familiarity with regard to the theoretical foundations addressed.

Correctly cite the information used in the preparation of the project as well as in the results and proposals for action suggested therein.

It reliably demonstrates the understanding of the holistic nature of the company as well as the detailed knowledge of the different subsystems that form any organization and their mechanisms of interrelation, planning and control.

It identifies ethical thinking and its social implication within the work

reflects in the proposals for action the result of the processes of analysis of the information used and its synthesis through proposals for action and implementation mechanisms consistent with the project environment and with the results that are intended to be achieved.

Presents the project, both in writing and orally, with the appropriate level of professionalism.

Presents and defends the project using the most convenient computer tools, both in the analysis of information and in the presentation and communication of results.

It identifies the company as a community of service in search of the common good.

He is responsible for the proper monitoring and development of the TFG

LEARNING APPRAISAL SYSTEM

SISTEMA DE EVALUACIÓN DEL APRENDIZAJE

A fin de realizar la evaluación del aprendizaje del alumno y dada la naturaleza integral del mismo en esta asignatura, se crea el Comité de Evaluación del TFG (CETFG), un órgano colegiado encargado de estudiar las propuestas de Trabajo Fin de Grado de los alumnos y admitir o eventualmente sugerir un redireccionamiento en las mismas. De la no aceptación de una propuesta derivará la presentación de otra nueva propuesta de contenido

para el Trabajo Fin de Grado. La decisión adoptada será comunicada al alumno dentro del plazo establecido a tal efecto.

A continuación se detalla el esquema de ponderación de calificaciones del TFG:

I. CONVOCATORIA ORDINARIA Y EXTRAORDINARIA

- Participación activa en las sesiones formativas programadas.....6 % (6 sesiones)

El profesor que imparta la sesión formativa será el encargado de realizar la evaluación individual de cada alumno. La no asistencia a las sesiones presenciales justificadamente conllevará que el porcentaje asociado se sumará al porcentaje de la calificación aportada por el tutor. En caso de inasistencia no justificada o participación inadecuada en las clases obligatorias el profesor evaluará con un cero aquellas clases.

- Seguimiento y desarrollo del TFG (Rúbrica evaluación continua) 34%

Entregas parciales: 14%

Informe del tutor: 20%

El tutor o tutores evaluarán el trabajo continuado de cada alumno (participación en formaciones y tutorías, así como el avance acorde a la programación de la asignatura) y cada una de las 4 entregas parciales así como la entrega final. En los documentos escritos correspondientes a cada entrega se tendrá en cuenta el cumplimiento de los aspectos formales y la presencia de los contenidos obligatorios, la claridad y fluidez de la redacción, la estructura conceptual y coherencia del contenido del trabajo, la fundamentación del plan de negocio y la reflexión crítica. Se establece como requisito para superar la asignatura, en cualquiera de las convocatorias que se presente el alumno/a, obtener una calificación mínima de 5/10 al menos en el 75% de las entregas parciales escritas (3/4). La no presentación en tiempo y forma conllevará una penalización de 2 puntos sobre 10 en la calificación de aquellas entregas parciales programadas que el alumno deposite con retraso.

- Calificación Memoria (Rubrica Trabajo escrito) 20%

Un profesor o profesional experto evaluará y calificará la entrega final. Se tendrá en cuenta el cumplimiento de los aspectos formales y la presencia de los contenidos obligatorios, la claridad y fluidez de la redacción, la estructura conceptual y coherencia del contenido del trabajo, la fundamentación del plan de negocio y la reflexión crítica.

- Calificación Defensa pública ante tribunal (Rubrica Defensa pública)..... 40%

Para poder realizar la defensa pública del TFG será requisito que el alumno obtenga una calificación mínima de 5 puntos tanto en la evaluación continua como en la evaluación del trabajo escrito. El tribunal tendrá en cuenta la estructura de la presentación y exposición oral, la fundamentación del Plan de negocio, la calidad de las respuestas, la comunicación verbal y no verbal con los miembros del Tribunal. La calificación final se obtendrá mediante el cálculo de la media aritmética de la nota individual otorgada por cada miembro del tribunal.

TOTAL CALIFICACIÓN.....100%

De las calificaciones de asistencia y participación en las sesiones formativas, la evaluación continua, de la memoria y de la defensa se hará media ponderada según los porcentajes indicados para hallar la nota final de la asignatura.

II. CONVOCATORIA EXTRAORDINARIA FIN DE GRADO (ENERO)

Para poder presentarse en esta convocatoria el alumno debe de solicitar en plazo y forma su inclusión en convocatoria extraordinaria de enero según la normativa de la Universidad. Los alumnos con autorización para presentarse a la convocatoria extraordinaria de enero podrán no asistir a las sesiones formativas, aunque será su responsabilidad enterarse del contenido de las mismas y, en cualquier caso, están obligados a cumplir los siguientes requisitos:

1. Presentar su propuesta de TFG a principios de curso y que sea validada por el Comité de Evaluación del TFG (CETFG).

2. Que su trabajo sea supervisado por el tutor asignado.

3. Realizar las entregas parciales establecidas en aula virtual y la entrega final del trabajo en los plazos establecidos.

- Calificación aportada por el tutor del TFG (Rúbrica evaluación continua) 40%

Entregas parciales: 14%

Informe del tutor: 26%

El tutor evaluará el trabajo continuado de cada alumno (asistencia a tutorías y avances acorde a la programación acordada con el alumno a principios de curso) y cada una de las 4 entregas parciales escritas solicitadas por el tutor y la entrega final. En estas entregas se tendrá en cuenta el cumplimiento de los aspectos formales y la presencia de los contenidos obligatorios, la claridad y fluidez de la redacción, la estructura conceptual y coherencia del contenido del trabajo, la fundamentación del plan de negocio y la reflexión crítica. Se establece como requisito para superar la asignatura, en cualquiera de las convocatorias que se presente el alumno, obtener una calificación mínima de 5/10 al menos en el 75% de las entregas parciales escritas (3/4). La no presentación en tiempo y forma conllevará una penalización de 2 puntos sobre 10 en la calificación de aquellas entregas parciales programadas que el alumno deposite con retraso.

- Calificación Memoria (Rubrica Trabajo escrito) 20%

Un profesor o profesional experto calificarán la entrega final. Se tendrá en cuenta el cumplimiento de los aspectos formales y la presencia de los contenidos obligatorios, la claridad y fluidez de la redacción, la estructura conceptual y coherencia del contenido del trabajo, la fundamentación del plan de negocio y la reflexión crítica.

- Calificación Defensa pública ante tribunal (Rubrica Defensa pública)..... 40%

Para poder realizar la defensa pública del TFG será requisito que el alumno obtenga una calificación mínima de 5 puntos tanto en la evaluación aportada por el tutor como en la evaluación del trabajo escrito. El tribunal tendrá en cuenta la estructura de la presentación y exposición oral, la fundamentación del Plan de negocio, la calidad de las respuestas, la comunicación verbal y no verbal con los miembros del Tribunal. La calificación final se obtendrá mediante el cálculo de la media aritmética de la nota individual otorgada por cada miembro del tribunal.

TOTAL CALIFICACIÓN.....100%

De las calificaciones de evaluación continua, de la memoria y de la defensa se hará media ponderada para hallar la nota final de la asignatura.

IV. ALUMNOS CON DISPENSA ACADÉMICA o ERASMUS

Los alumnos de Erasmus o con dispensa académica concedida en la asignatura podrán no asistir a las sesiones formativas, aunque será su responsabilidad informarse del contenido de las mismas y, en cualquier caso, están obligados a cumplir los siguientes requisitos:

1. Presentar su propuesta de TFG a principios de curso y que sea validada por el Comité de Evaluación del TFG (CETFG).

2. Que su trabajo sea supervisado por el tutor asignado.

3. Realizar las entregas parciales solicitadas por el tutor y la entrega final del trabajo en los plazos establecidos.

- Calificación Seguimiento y desarrollo del TFG (Rúbrica evaluación continua) 40%

Entregas parciales: 14%

Informe del tutor: 26%

El tutor evaluará el trabajo continuado de cada alumno (asistencia a tutorías y avances acorde a la programación acordada con el alumno a principios de curso) y cada una de las 4 entregas parciales escritas solicitadas por el tutor y la entrega final. En estas entregas se tendrá en cuenta el cumplimiento de los aspectos formales y la presencia de los contenidos obligatorios, la claridad y fluidez de la redacción, la estructura conceptual y coherencia del contenido del trabajo, la fundamentación del plan de negocio y la reflexión crítica. Se establece como requisito para superar la asignatura, en cualquiera de las convocatorias que se presente el alumno, obtener una calificación mínima de 5/10 al menos en el 75% de las entregas parciales escritas (3/4). La no presentación en tiempo y forma conllevará una penalización de 2 puntos sobre 10 en la calificación de aquellas entregas parciales programadas que el alumno deposite con retraso.

- Calificación Memoria (Rubrica Trabajo escrito) 20%

Un profesor o profesional experto calificarán la entrega final. Se tendrá en cuenta el cumplimiento de los aspectos formales y la presencia de los contenidos obligatorios, la claridad y fluidez de la redacción, la estructura conceptual y coherencia del contenido del trabajo, la fundamentación del plan de negocio y la reflexión crítica.

- Calificación Defensa pública ante tribunal (Rubrica Defensa pública)..... 40%

Para poder realizar la defensa pública del TFG será requisito que el alumno obtenga una calificación mínima de 5 puntos tanto en la evaluación aportada por el tutor como en la evaluación del trabajo escrito. El tribunal tendrá en cuenta la estructura de la presentación y exposición oral, la fundamentación del Plan de negocio, la calidad de las respuestas, la comunicación verbal y no verbal con los miembros del Tribunal. La calificación final se obtendrá mediante el cálculo de la media aritmética de la nota individual otorgada por cada miembro del tribunal.

TOTAL CALIFICACIÓN.....100%

De las calificaciones de evaluación continua, de la memoria y de la defensa se hará media ponderada para hallar la nota final de la asignatura.

V. ACLARACIONES GENERALES:

Para asegurar el aprendizaje significativo por parte del alumno y la adquisición de competencias, se respetarán escrupulosamente las fechas de entrega de las actividades propuestas.

En todas las convocatorias, para aprobar la asignatura es requisito que cada una de las calificaciones obtenidas en las rúbricas de evaluación continua, de memoria escrita y defensa ante tribunal sean iguales o superiores a 5 sobre 10. En caso de que el alumno obtenga una calificación inferior a 5 puntos sobre 10 en cualquiera de las rúbricas, el TFG será calificado como "Suspenso" en actas oficiales.

El alumno deberá estar disponible para defender su Trabajo Fin de Grado ante el Tribunal de Evaluación en fechas según el calendario académico publicado, dependiendo de que se trate de la convocatoria ordinaria, extraordinaria o fin de grado. En caso de que el alumno no esté disponible de manera presencial en los plazos comunicados será calificado como "Suspenso" en actas oficiales. Salvo disposición en contrario de la dirección del Grado, las defensas ante tribunal se realizarán de manera presencial en el campus de la Universidad.

Los alumnos están obligados a observar las reglas elementales y básicas sobre autenticidad y originalidad en toda actividad formativa o prueba de evaluación. Cuando un alumno disponga o se valga de medios ilegítimos en la celebración de una prueba de evaluación, incurra en plagio, o se atribuya indebidamente la autoría de trabajos académicos requeridos para la evaluación será sancionado conforme a lo establecido en la Normativa de Evaluación y Normativa de convivencia de la Universidad.

ETHICAL AND RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

1.- The use of any Artificial Intelligence (AI) system or service shall be determined by the lecturer, and may only be used in the manner and under the conditions indicated by them. In all cases, its use must comply with the following principles:

- a) The use of AI systems or services must be accompanied by critical reflection on the part of the student regarding their impact and/or limitations in the development of the assigned task or project.
- b) The selection of AI systems or services must be justified, explaining their advantages over other tools or methods of obtaining information. The chosen model and the version of AI used must be described in as much detail as possible.
- c) The student must appropriately cite the use of AI systems or services, specifying the parts of the work where they were used and describing the creative process followed. The use of citation formats and usage examples may be consulted on the Library website(https://www.ufv.es/gestion-de-la-informacion_biblioteca/).
- d) The results obtained through AI systems or services must always be verified. As the author, the student is responsible for their work and for the legitimacy of the sources used.

2.- In all cases, the use of AI systems or services must always respect the principles of responsible and ethical use upheld by the university, as outlined in the [Guide for the Responsible Use of Artificial Intelligence in Studies at UFV](#). Additionally, the lecturer may request other types of individual commitments from the student when deemed necessary.

3.- Without prejudice to the above, in cases of doubt regarding the ethical and responsible use of any AI system or service, the lecturer may require an oral presentation of any assignment or partial submission. This oral evaluation

shall take precedence over any other form of assessment outlined in the Teaching Guide. In this oral defense, the student must demonstrate knowledge of the subject, justify their decisions, and explain the development of their work.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Abalos, Cristian Carlos. Review of the rules for submitting bibliographic references in the style of the American Psychological Association (APA)/

Arias Chávez, Dennis. Research and write with APA 7/

Baelo Álvarez, Manuel (1980-) The art of presenting academic papers to a court: TFG, TFM and doctoral thesis: a practical guide for university students/2nd ed. [S.I.] :Red Circle, 2017.

Gonzalez Garcia, Juana María. How to write a final degree project: some experiences and case studies/Madrid:Synthesis, 2014.

Moreno Castrillón, Francisco, author. APA style in action: how to cite and prepare references/Second revised and updated edition.

Novelle, Laura. Surviving the final degree project in Humanities and Social Sciences: everything you need to know/[S.I.] :Laura Novelle López, 2018.