

Structure of the Master's Thesis

Project of innovation of a product, area or strategy

The Master's Thesis (TFM) do not have a fixed standard, they can vary in length (between 30 and 70 pages) and structure depending on the area of knowledge, the subject or the analysis techniques applied, although it is true that they all must adjust to some minimum and common contents, such as:

1. Only in case of Group TFM: "Group Work Organization". The different parts in which the work has been divided among the components of the group, the objectives pursued in each of them and the coordination mechanisms used will be detailed.

2. Introduction: Brief description of the organization linked to the innovation project. Delimitation of the functional areas and/or processes that will be affected. Definition of the general and specific objectives of the work.

3. Description of the starting situation and approach: Where we are (strategic analysis - external and internal analysis), where we want to go and what we are going to do.

4. Methodology: Theoretical justification of the innovation project.

5. Specification of innovation in the product, area or strategy. Description of the initial situation and motivation of the innovation project.

6. Impact on the organization and/or its competitive advantage. Definition of the impact on the organization, highlighting the value contributed to the organization and its competitive advantage.

7. Economic evaluation of the implementation of the tool: Evaluation of costs, impact on the income statement, etc.

8. Conclusions and limitations: Presentation of the conclusions derived from the study, analyzing the viability of the restructuring, the limitations, risks and threats encountered and the contingency plans.

9. References: List of the sources used (books, professional articles, manuals, standards, etc.). It is imperative that the student uses the APA regulations for the preparation of the epigraph. In the Documentation section you will find an explanatory document for the use of such regulations.

If the TFM is carried out by a group, the work plan should be attached

Format and length

The minimum length of the **individual TFM** is 30 pages (excluding the annexes), being the maximum length 50 pages (excluding the annexes in both cases).

In the case of the **group TFM**, the minimum length is 50 pages, with a maximum length of 70 pages (excluding the annexes in both cases).

Format

All works must meet the following requirements:

- ▶ **Cover:** The cover should adjust to the model provided by UNIR.
- ▶ **Spanish summary (optional English):** A brief summary (maximum 150 words) must be included in the work, showing the essence of the project, its economic magnitudes and the expected gains in order to attract investors and support to it.
- ▶ **Spanish keywords (optional English):** The key words (maximum 5) that represent the business area that is the subject of the work must be included, as well as the topic of the work.
- ▶ **Table of contents:** The work must have a properly paged table of contents.
- ▶ Written in **A4 format**, on one side, with the following margins:
 - Left: 35 mm.
 - Right: 15 mm.
 - Upper and lower: 25 mm.
- ▶ Font type: **Calibri, 12 points**.

- ▶ Titles of the chapters, sections and sub-sections: Calibri and a maximum of 18 points.
- ▶ Line spacing of 1.5 lines.
- ▶ The pages must be numbered, with the student's name and master's degree.