

Summary of MBA thesis typologies

The Master's Thesis (TFM) involves the development of a project, report or research by the student, in which he/she applies and develops the knowledge acquired in the lessons studied.

This report must apply, develop and put into practice the knowledge acquired in the degree, using it from the practical point of view and highlighting the skills and abilities achieved throughout the university studies aimed at optimizing the professional skills of the degree.

1. Business project

1.1. Traditional (12 credits)

The TFM will address a specific problem that requires a solution through the development of a complete business project in a specific context, in order to innovate, improve, solve or evolve an existing situation.

The central contribution in this type of work is the analysis of the requirements of the development of the project, as well as its correct planning and organization. It must be innovative. In this type of work, the development itself and the proper planning of its management are valued.

Although in these works, the development of the project (new business or expansion of the market and/or products) is valued, the report must also analyze the general and specific environment and the different plans to be developed by a company: marketing plan, HR plan, operations plans, organizational plan and financial plan.

1.2. Start-up (12 credits)

This modality is similar to the previous one, but the project should be about the start-up of an emerging business supported by technology. Therefore, the innovation generated by the proposed project will have to be conveniently justified. The structure of the work will be similar to the previous one, but the innovative proposal and the start-up of the business in question must be well justified.

2. Process improvement project (12 credits)

The improvement of some process of the company will be exposed. Indicate the reasons why the change is proposed and the reasons. The general and specific objectives must be limited, in addition to the rest of the areas involved, and the economic viability of the proposal must be analyzed.

3. Business transformation project (12 credits)

The business innovation that you want to implement will be exposed. The reasons why the change is proposed should be indicated. The general and specific objectives must be limited, clearly defining what the proposed innovation consists of and assessing the effect on the rest of the organization. The economic viability of the proposal must be analyzed.