

# Structure of the Master's Thesis

## Business project: traditional, start-up

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.** Description of the project and justification of the proposed business plan for the development of the TFM and statement of the general and specific objectives pursued.

**3. Analysis of the environment or sector and/or internal analysis.** Strategic analysis of the starting point.

**4. Marketing plan.** Analysis of the main marketing objectives set and enumeration and description of the strategies that will be carried out to achieve them.

**5. Operations plan.** Description of the phases of the manufacturing process of a product or of the proposed service.

**6. Organizational and HR plan.** Establishment of the main strategies and definition of the HR profile set.

**7. Financial plan.** Analysis of the economic viability of the business plan. For this, the ratios studied during the master's degree should be used.

**8. Conclusions.** Presentation of the conclusions derived from the study, analyzing the feasibility of the proposed business project.

**9. Limitations, main threats and alternatives.** Limitations, risks and threats found to carry out the business project and 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.