

# MASTERS FINAL PROJECT

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## Learning Outcomes

- Putting into practice the knowledge and technical skills required in the syllabus
- Finding solutions to complex challenges and formulating appropriate strategies in order to overcome them
- Show conviction and strength in the transmission and implementation of such strategies

## Content

The Masters culminates in a final Project in which the student must apply and demonstrate the skills and technical knowledge he/she has acquired in all the subjects which make up the syllabus. Their capacity to communicate the chosen strategy and action plan effectively will be the main aspect assessed by a panel of experts as well as their capacity to defend their arguments presented during the Q&A.

## Skills

- Develop the ability to listen and communicate
- Develop decision-making skills and an entrepreneurial spirit
- Develop a strategic outlook for a business and a management role
- Analyse and synthesise to systematically and realistically identify the factors that generate problems and opportunities in the current global environment.

## Training Activities

In this case, the amount of hours which equates to 6 ECTS is 150 and they are distributed in the following way:

- Oral presentation on the project and report, 5hrs.
- Tutorials, 5hrs.
- Obligatory reading, 55hrs.
- Preparation of the presentation in front of experts, 25hrs.
- Preparation of the final project report, 60hrs.

## Grading System

- Presentation of the Masters Final Project: 40-60%
- Written report for Masters Final Project: 40-60%

The Masters final project will be assessed formally through an oral presentation in front of an academic panel of experts. The panel will be made up of professors from IE University who have been alongside the students during the project as well as external professionals and professors as guests. The student will have a set amount of time in which to synthesise his/her objectives, methodology and the most salient conclusions or results from the project. After the presentation, there will be a Q&A session with the experts. The student will be graded individually for their teamwork. The panel will grade the student on their project as a whole and on the presentation given, following the weighting of the established criteria.