

Master's Dissertation

Code: 43790
ECTS Credits: 6

Degree	Type	Year	Semester
4316022 Sport Management	OB	0	2

Contact

Name: Ricard Esparza Masana
Email: ricard.esparza@uab.cat

Use of Languages

Principal working language: spanish (spa)

Prerequisites

There are no prerequisites

Objectives and Contextualisation

The Final Master Thesis (MT) Module involves the realisation of a project, a study, a report and/or a work in which the knowledge, skills, competencies and skills acquired in the programme are applied and developed. Specifically, the objectives at the training level are:

- Test the knowledge and skills acquired and / or developed by the student throughout the master, fostering their ability to solve problems.
- Integrate all the student's vital learning training that helps them direct their personal and professional life project.
- Develop transversal and specific competences, emphasising global learning.
- Ensure that the MT becomes a space of intersection between the academic world and the professional one, facing real scenarios.
- Foster critical thinking on the impact of learning in the professional profile.
- Learn how to plan and self-manage the design and execution of a project, appropriately defining objectives based on available resources (both personal, time, market, etc.).
- Make of the MT a space for personal and collective reflection.

Competences

- Apply tools and methodologies which facilitate creative and innovative thinking in everyday situations related to the environment of sports business.
- Be able to reason autonomously and critically on business topics and issues applied to sports environments.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Lead a team and work in multidisciplinary teams, participating actively on tasks and negotiating between diverse opinions to reach positions of consensus.
- Prepare a business plan or a project related to sports management.
- Recognize the diversity of points of view, understand multiculturalism and be able to express their own opinions while respecting divergent opinions.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Apply the knowledge acquired throughout the master's degree programme in preparing the business plan or sport management project.
2. Apply tools and methodologies which facilitate creative and innovative thinking in everyday situations related to the environment of sports business.
3. Be able to reason autonomously and critically on business topics and issues applied to sports environments.
4. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
5. Correctly use IT tools to analyse data.
6. Lead a team and work in multidisciplinary teams, participating actively on tasks and negotiating between diverse opinions to reach positions of consensus.
7. Recognize the diversity of points of view, understand multiculturalism and be able to express their own opinions while respecting divergent opinions.
8. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
9. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
10. Use resources for presenting summaries of data and results attractively in the master's degree dissertation.

Content

Students are expected to work autonomously throughout this process; nonetheless, they will be supported by an advisor, and they shall refer to the MT coordinator, when required. Students will also receive guidance from an/some expert(s).

Students can freely select one of the two following modalities for their MT:

Research projects: under this modality, students will select a(some) research question(s), set a number of hypotheses linked to this, and undertake empirical-based research actions to contrast those hypotheses and reach conclusions. Research domains are numerous (biasing towards economics, business/management, communication, etc.).

Business projects: under this modality, students will select a business-related project that presents an action/challenge to be addressed; in other words, students will identify a project that requires a knowledge-based intervention (linked to the master's learnings) to be implemented. The options are numerous (setting-up a new company, introducing a new product/service in the company, reshaping the structure of a company, undertaking a new marketing project for a given occasion - for instance, a competition -, etc.), linking them to entrepreneurship or intrapreneurship initiatives. The business modality also allows for students to work on real challenges posed by specific companies (as if the student was developing a consultancy project for them; this can be requested by students if they find a company with which they can collaborate to do so).

Methodology

Autonomous work supervised by an advisor (and the collaboration of experts in different fields) through meetings and follow-up sessions.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
-------	-------	------	-------------------

Type: Directed			
Support sessions	5	0.2	2, 1, 8, 7, 3, 5, 10
Type: Supervised			
Tutoring	8	0.32	1, 4, 3, 5, 10
Type: Autonomous			
Research/analysis/writing the MT	134	5.36	2, 1, 8, 4, 9, 3, 5, 10

Assessment

The evaluation details are those included in the programme's master thesis guideline.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation by the advisor	65%	2	0.08	1, 9, 5, 10
Presentation to the jury	35%	1	0.04	2, 1, 6, 8, 4, 7, 9, 3, 5, 10

Bibliography

There are numerous examples of manuals on how to proceed in relation to a MT, which can be of help to students.

The role of references (bibliography) in a MT is very relevant. The MT guideline details aspects on how to cite properly.

Software

No specific software requirements.