UAB
Universitat Autònoma de Barcelona

Bachelor's Degree Final Project

Code: 104805
ECTS Credits: 12

2025/2026

Degree	Type	Year
Communication in Organisations	OB	4

Contact

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Teachers

(External) Responsables d'institucions en el cas de TFG externs.

Teaching groups languages

You can view this information at the end of this
document.

Prerequisites

It is necessary to course all the first year and 2/3 of the amount of total credits corresponding the degree, 160 ECTS. Each year has 10 courses of 6 credits, a total of 60 credits/year. Two complete years passed imply 120 credits or 180 credits three complete years.

Is recommended to read carefully all the information in the Faculty website (section Treball de Fi d'Estudis) and consult the refreshments.

Objectives and Contextualisation

The aim of the Treball de Fi de Grau (Degree Final Work) is to develop the competencies that the degree determines, giving the students tools to study in superior grades and to work in the communication field as well.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Analyse and evaluate the structures of the different types of organisations, of the Media and of the relationship between the two.

- Apply specific research methodologies to formulate hypotheses, validate and verify ideas and concepts and interpret data on communication in organisations.
- Differentiate the principal theories on communication in organisations, which underpin knowledge of the discipline and its different branches.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.
3. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
4. Apply knowledge of research mechanisms to produce sound academic work, presenting and accounting for the results obtained.
5. Apply professional standards when working on the bachelor's degree final project.
6. Apply the knowledge acquired throughout the bachelor's degree when carrying out the bachelor's degree final project.
7. Assess how stereotypes and gender roles impact professional practice.
8. Communicate research findings correctly.
9. Contribute original knowledge.
10. Critically analyse the principles, values and procedures that govern the exercise of the profession.
11. Cross-check information to establish its veracity, using evaluation criteria.
12. Develop the bachelor's degree final project on the basis of the characteristics of the organisations analysed, their geographical location, their objectives and their size.
13. Explain the explicit or implicit code of practice of one's own area of knowledge.
14. Find what is substantial and relevant in documents consulted when working on the final project.
15. Identify situations in which a change or improvement is needed.
16. Identify the main inequalities and discriminations in terms of sex/gender present in society.
17. Identify the social, economic and environmental implications of academic and professional activities within one?s own area of knowledge.
18. Interpret and discuss documents on the main theories of the discipline.
19. Make wide-ranging use of scientific methods to analyse the connection between organisations, social change, technological change, etc.
20. Plan and develop the bachelor's degree final project in the scientific field of communication in organisations.
21. Present a bachelor's degree final project of high quality within the deadlines established.
22. Present a summary of the studies made, orally and in writing.
23. Present, account for and defend the various aspects of strategic communication, orally and in writing.
24. Present the characteristics of the economic, social, political and cultural environment in which the organisation operates in order to develop its communication plan.

25. Produce a bachelor's degree final project that demonstrates readiness to take on postgraduate studies.
26. Propose new methods or well-founded alternative solutions.
27. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
28. Propose projects and actions that incorporate the gender perspective.
29. Propose viable projects and actions to boost social, economic and environmental benefits.
30. Put forward all the theories on a topic, consult the relevant literature and exclude no contributions from others on the basis of personal opinions on the topic.
31. Use coherent academic discourse when writing and presenting the bachelor's degree final project
32. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.
33. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

Basically, there are two types of TFG:

- Final Project Degree, which consists of devising, proposing and developing a strategic communication plan for a real organization. The extension of the project TFG will have the written format that corresponds to each case based on its characteristics. Therefore, there are no limits in the extension of the work, because each project TFG has its own characteristics that will determine its extension.

- Research Final Degree: It consists of the development of a research work on some relevant aspect of the communication system of organizations, both public and private, and/or their communication activities. This work must be carried out following the basic scientific method, that is, problem statement, objectives, formulation of hypotheses or research questions, methodology and most appropriate methodological tools to meet the objectives and answer the same research questions or hypothesis, analysis of the results and most significant conclusions. This type of work has an indicative extension between 12-15,000 and a maximum of 30,000 words (approximately between 40 and 80 pages). Within this modality, research work can be carried out with institutions and companies that have established an agreement with the Faculty on aspects that they are interested in investigating and that have sufficient scientific entity. In these TFG there will be a professional tutor in addition to the academic tutor. The rest of the conditions and calendar are identical to the rest of the TFG.

For more details, you can consult the FAQs: https://www.uab.cat/ca/comunicacio/tfg-preguntes-frequents

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
General sessions about TFG aspects.	3	0.12	19, 6, 9, 23, 18, 20, 30, 28, 29
Type: Supervised			
Oral exposition.	1	0.04	8, 22
Supervised sessions and meeting with the tutor.	14	0.56	9, 25, 22, 18, 20, 21

Type: Autonomous			
Preparation of oral presentation	6	0.24	31, 25, 22, 18
TFG development.	275	11	10, 2, 3, 1, 19, 6, 4, 5, 9, 31, 11, 25, 12, 13, 23, 24, 17, 16, 15, 18, 20, 30, 21, 26, 27, 28, 29, 33, 14, 7, 32

The student has to meet with the tutor at least 4 times (obligatorily) during the development of the work, but 3 before 24 April 2026.

Three phases can be distinguished in the realization of the TFG of the degree:

I. Initial phase during which the work is specified and proposed.

II. Work development phase.

III. Completion and closing phase, which culminates with the delivery of the work and the oral presentation of the TFG, for 10-15 minutes, before the tutor and, if possible, before the reviewer.

Throughout the academic year, general teaching sessions on presentation and coordination of the TFG, on methodologies and research sources and/or on how to make oral presentations and write research papers may be established.

Submission of the work:

1. The end-of-degree projects must be submitted in a single document attached to the address tfg.fcc@uab.cat (Academic Management) and to the TFG open space of the virtual campus of each degree. The TFG must be submitted from 26 May to 11:59 p.m. of 29 May 2026, except in the case of exchange students, who have other deadlines. In all cases, if the TFG is not submitted by the due date, the grade will be Not Submitted. For more information on the key dates of the TFG, please consult the TFG procedures calendar (http://www.uab.cat/web/estudiar/graus/graus/calendari-de-tramits-1345704364482.html).

In the Virtual Campus you will find two tasks:

a. Formulari Form to fill out so that the TFG title appears in the file and in the European Title Supplement (SET) in Catalan, Spanish and English.

b. Deliver TFG in a single document,

Exceptionally, the tutor can acceptan alternative delivery system in case the technical means or the TFG itself require it. In addition, the tutor can decide if additional deliveries in paper format of the TFG are needed.

2. The faculty has prepared a 2-page PDF template containing the cover page and the file for cataloguing the TFG in the UAB Digital Document Repository (DDD). All faculty papers, including project papers, must use this template. All Final Degree Projects with a grade of 8 orhigherwill bepublished in the DDD in order to comply with the UAB's institutional open access policy (agreement of the Governing Council of April 25, 2012). However, if for reasons of confidentiality of the data contained in the TFG, for wantingto publish the TFG in a scientific journal or for any other reason, a student may not publish their TFG. In this case, a permanent or temporary embargo can be requested (which can be for 12 months or 24 months) by stating it in the document where the rights of public communication at the UAB are assigned and which is delivered together with the TFG proposal form at the beginning of the academic year. This embargo can also be requestedlater to the address bib.comunicacio@uab.cat. The deadline for requesting the embargo will be published each year and can be consulted on the web page.

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final work.	90%	0	0	10, 2, 3, 1, 19, 6, 4, 5, 9, 31, 11, 25, 12, 13, 24, 17, 16, 15, 18, 20, 30, 21, 26, 27, 28, 29, 33, 14, 7, 32
Oral presentation.	10%	1	0.04	8, 31, 25, 23, 22, 18

This subject doesn´t provide for a single assessment system.

The TFG will be assessed by a tutor and another lecturer from the same department where the TFG has been registered with the following provided by 60% of the mark for the tutor and 40% for the reviewer. An average of 5 or more must be obtained in order to pass the TFG. The TFG must be defended orally before the tutor in order to be assessed. Failure to present the defence implies a failure to present. In the TFG there is no possibility of re-evaluation by agreement of the Faculty Board of 28 February 2013. The final dissertation must be submitted before the deadline date set in the TFG calendar (http: / / /www.uab.cat/web/estudiar/graus/graus/calendari-de-tramits-1345704364482.html), except for exchange students who have other deadlines. In all cases, if the TFG is not submitted on the due date, the grade will be Not Submitted (*No presentat*).

General criteria for the evaluation of the Research TFG that evaluates both the tutor and the reviewer:

-Written communication, especially linguistic correctness, clarity and good structuring of the parts.

-Mastery of theoretical knowledge to define, contextualize and interpret the subject.

-Ability to analyze and synthesize information autonomously.

-Have the ability to collect and interpret relevant data to formulate complex judgements.

-Originality of ideas, contribution to the creation of knowledge and argued personal contributions.

-Methodological correction.

-Adequacy of the interpretation of results and conclusions.

-Autonomous search capacity for specialized information and adequate use of the bibliography.

Evaluation criteria for the public presentation that only the tutor evaluates:

-Clarity and precision of exposure.

-Linguistic correction and proper use of vocabulary.

-Originality, organization and quality of the contents.

-Results and elaboration of the conclusions.

-Adequacy of the presentation to the content of the written work.

Evaluation criteria for the development of the TFG that only the tutor evaluates:

-Punctuality and attendance at tutorials.

-Fulfillment of the tasks: execution of the TFG work plan: management and planning of one's own time, carrying out the assigned tasks, meeting deadlines.

-General evaluation criteria of the Project TFG that evaluates both the tutor and the reviewer.

-Originality of the idea of the proposed project, that is, if it is a contribution to the creation of innovative proposals.

-Demonstrate the ability to organize work during the development of the project.

-Use of advanced technologies for optimal professional development.

-Demonstration of knowledge and skills for the development of practical work in the field of organizational communication.

-Ability to autonomously search for materials.

-Ability to justify and defend the economic viability of the communication plan.

-Correctness in communication and written and / or oral expression in the project.

-Concept and quality of memory.

-Concept and quality of the project.

Evaluation criteria for the presentation of the Practical TFG that only the tutor evaluates:

1. Clarity and precision of exposure.

2. Linguistic correction and proper use of vocabulary.

3. Originality, organization and quality of the presentation.

4. Concept and quality of the audiovisual product presented.

5. Adaptation of the presentation to the content of the project.

Evaluation criteria for the development of the TFG that only the tutor evaluates:

-Punctuality and attendance at tutorials.

-Fulfillment of the tasks: execution of the work plan of the TFG: management and -planning of one's own time, carrying out the assigned tasks, meeting deadlines.

Review procedures:

As in the case of any other subject, you can request an ordinary review with the tutor. The review must be personal and individualized and before the date indicated in the academic calendar of the TFG (check the date in the procedure calendar link: http://www.uab.cat/web/estudiar/graus/graus/calendar -of-procedures-1345704364482.html). You can ask the tutor for a copy of the report that the reviewer and tutor have made on the work (These copies of the reports are the documentary evidence required to request the extraordinary review). Once the review has been made and the student's arguments have been heard, the teacher can maintain or modify the grade.

In case of disagreement with the professor's revision, the extraordinary revision can be requested, which will be carried out by professors who have not participated in the ordinary revision or in the correction of the TFG. There is a period of fifteen calendar days -from the closing of the minutes of the TFG- to present in the Academic Management of the Faculty a reasoned request on the specific aspects of the TFG that it is believed that they have not been adequately valued by the tutor. reviewer It must be taken into account that claims that do not present documentary proof of having carried out the ordinary review (a copy of the evaluation reports) and do not reasonably justify the need for a new review will not be dealt with. Incoherent, unjustified or poorly

argued requests will be rejected. It is the responsibility of the Evaluation Commission of the Final Degree Project to carry out the extraordinary revision of the Final Degree Project, which will follow the procedure established in the Faculty for the extraordinary revisions of the other subjects.

Not assessable

The Degree's Thesis (TFG) will be graded as "Not Assessable" if any of the following three circumstances occur:

- The supervisor considers that the project does notmeet the minimum requirements for submission and assessment.
- The student does not complete the 4 mandatory tutoring sessions and/or, by the deadline established and published on the faculty's website, has not completed the first 3 mandatory tutoring sessions.
- The student fails to submit the Final Degree Project.

VERY IMPORTANT:

Plagiarism

Any student found engaging in academic misconduct -such as plagiarism, copying, or identity fraud- during any of the Final Degree Project (TFG) assessment processes will receive a grade of zero (0).

IA

The Bachelor's Thesis (TFG) supervisor shall determine whether the use of Artificial Intelligence (AI) tools is permitted in the TFG, depending on each specific case and the type of TFG, as well as the phases of the work in which such tools are employed and their intended purpose (for example: initial phase (source search), generation of tables and visual representations…). Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Bibliography

The TFG Guide has not concrete references because they have to be adapted to each object of study. The tutor and the supervisor will recommend bibliography. The guides of the Communication Library can be useful:

http://blogs.uab.cat/dretsautor/

http://www.uab.cat/web/estudia-i-investiga/citacions-i-bibliografia-1345708785665.html

http://www.uab.cat/web/estudia-i-investiga/treballs-de-grau-i-treballs-de-fi-de-grau-tfg-1345725517006.html

Software

There is no a specific guide to use programs.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.