

**Master Thesis**

Code: 42663  
ECTS Credits: 6

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Degree	Type	Year
4313666 European Union-China: Culture and Economy	OB	0

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**Teaching groups languages**

You can view this information at the [end](#) of this document.

**Prerequisites**

*Students taking this subject must have successfully completed the studies of the programs of the other modules of this master (Modules I to IV)*

**Objectives and Contextualisation**

*The fundamental purpose of this subject is to provide to the students:*

- *Knowledge that provides them with a basis to create an original work in a research context.*
- *Critical and analytical capacity.*
- *Ability to apply the knowledge acquired and to solve problems in a new broader or multidisciplinary context related to their area of study.*
- *Ability to integrate knowledge and to face the complexity of formulating judgments based on information that may be incomplete or limited, including reflections on social and ethical responsibilities linked to the application of these knowledge and judgments.*
- *Ability to communicate results, knowledge and conclusions of a study to specialized /non-specialized audiences.*

## Competences

- Apply distinct theoretical models to the analysis of complex discourse types (political, social, economic, business and cultural) from both an intercontinental and intercultural perspective.
- Carry out team work in interdisciplinary and multicultural environments.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Design a business, economic and/or cultural implementation project in an independent manner, and address problems that arise throughout the execution process.
- Design and elaborate proposals and plans for the promotion and development of institutional, economic and cultural relations between the European Union and China.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Make creative and original contributions in distinct fields, demonstrating an attitude of respect towards the opinions, values, behaviour and practices of others.
- Provide intercultural advice in situations of total and/or partial Spanish/European business implantation in China and vice versa.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

## Learning Outcomes

1. Adapt acquired knowledge to the specific characteristics of each implantation case.
2. Analyse the characteristics of the distinct models of social relations in the two regions.
3. Carry out field work in which research techniques are applied.
4. Carry out team work in interdisciplinary and multicultural environments.
5. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
6. Design and plan cultural, business and commercial policy actions in order to solve problems raised in relations between the European Union and China.
7. Efficiently apply the appropriate methodology to the objectives of the research.
8. Evaluate the influence of China's economic development on the world stage and its impact on business and business relations between the two regions in the 21st century.
9. Formulate the research questions and hypotheses to be verified in order to establish the research strategy.
10. Identify the bibliographical and documentary sources necessary to support the development of the project.
11. In a professional manner, apply acquired knowledge to solve problems related to the implementation of specific projects in each case.
12. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.

13. Make creative and original contributions in distinct fields, demonstrating an attitude of respect towards the opinions, values, behaviour and practices of others.
14. Prepare, write and publicly present and defend the master's degree dissertation.
15. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
16. Understand the evolutionary environment pertaining to social, business and commercial relationships between the two regions.

## Content

Phases in the development of the TFM:

- Selection and delimitation of the topic

- TFMs should focus on a specific topic

- To define the goal of a work, it is convenient to identify the different aspects and facets of the theme that you are interested in.

• Approach Method: A student can start by being interested in a project of business implementation in China in general and finally choose a job in which he will analyze some specific aspect of the legislation in force for this type of project implementation in China in general or in a specific area of the country.

### EXAMPLE

Business implementation in China -> Legislation and applicable policy -> Is this project viable and profitable in a specific region of China?

- Search sources and bibliography: reading previous studies

- To obtain information on a topic, the first step is often to perform a bibliographic review in the library / virtual library through the computer catalog. This will allow you to:

• Delimit the subject of your study and define / develop the theme of the TFM.

• Obtain information on the ways in which a specific theme has been studied before: used concepts, explanations, theoretical approaches and analysis methods, etc.

• Find data and arguments to support the conclusions of your work.

- It is advisable to firstly consult a more general and more recent bibliography and afterwards then limit it according to your interests.

• Technique of "pulling the thread": start with a couple of good references on a certain theme, preferably recent, and consult authors and previous works that have been cited in them.

- A theoretical or fundamental-theoretical contribution is not expected from the TFM.

- It is expected, however, that you know the previous studies of the chosen theme.

- It is also not essential that a TFM includes original analysis (based on own field work or on the exploitation of secondary data), but if there are any they will be assessed.

- Design of the study protocol: order your ideas

- Writing the introduction: It will have to include a summary of the bibliographic review, as well as the concrete objectives and specific hypotheses of your work. The structure of the work will also have to be briefly described.
- Defining the study methodology: there is always more than one possible method to choose, depending on the theme and even the author's preferences. It will be necessary to assess the advantages and the disadvantages of each option and decide how your research work will be carried out.
- The structure of a work is reflected in the epigraphs and sub-epigraphs in which the explanations are ordered. In order to progress in its elaboration, it is advisable to create multiple outlines in which the most relevant aspects of the subject matter will be decided. Within each epigraph different issues constitute sub-epigraphs or sections. To guide the reader you will have to number the different parts of the structure.
- The structure of a work can undergo various modifications as progress is made in its execution. However, it is essential to start from an initial structure.
- Drafting the conclusions of the work: they will have to recapitulate the main findings or key points of your investigation. You can also add some reflections to the thread of the most relevant points that may become a reason why future researches are made.

#### *EXAMPLE 2*

Why is it necessary to consider business implantation in China?

1. Introduction: Importance of the Chinese market in the global economic scenario.

In this section, the project that we are interested in is presented: a description, evolution and analysis of the explanations proposed in the works from the bibliography; done with a critical perspective.

2. Analysis of the legal and business viability of the business implementation project in China.

In this section the existing legal system is studied, which conditions the viability of the project and the potential market for the product that is to be introduced.

3. Study of specific cases of products already implemented within the same or similar sector.

Fieldwork: surveys, questionnaires and analysis of the results.

4. Concrete suggestions and perspectives for successful business implementation in China.

Exhibition of the necessary steps to achieve the desired objective with useful criteria for this type of business implementation.

5. Conclusions: Giving an answer to the question: is the project viable?

If the answer is affirmative, the project must be presented as one that can be enforced in a coherent and sustainable manner.

If the answer is negative, it is necessary to provide indications and advice to make the project viable.

#### *EXAMPLE 3:*

1. Statement of a question, justification of its relevance
2. Bibliographic review of the subject
3. Presentation of a theoretical argument and hypothesis
4. Case selection and methodology
5. Analysis

## 6. Presentation of the results

- Drafts and the final version

- It is necessary to write several drafts before the final version. In this process the structure of the work is adjusted and the writing of the text is improved.

- Develop one idea per paragraph. Sometimes there is an introductory paragraph in which a fundamental idea is raised and the following serve to develop it.

- Do not exceed from ten to twenty lines in the same paragraph. A work in which each page is a continuum is not admissible; but neither is a work with successive paragraphs of two "shopping list" lines or telegrams.

- Define the terms you used, especially those which have several meanings.

- Don't articulate a TFM exclusively around a conceptual debate

- Sustain your claims with data and / or arguments.

- Reference and comment on the information contained in the tables, figures and graphs. The tables used to summarize the results of an analysis can't replace the text of the analysis.

- Place tables, figures and contextual or additional graphics in an appendix or an annex to the work

- Use a dictionary or reference books if you have problems in the use of the Spanish language.

- Use a neutral, impersonal and clear style in the writing of the text, avoiding personal or poetic records.

- Identify and recognize sources when:

- You use exactly quoted passages from the work of another author (using quotation marks);
- Passages of the work of another author are summarized;
- You use data or information contained in other works;
- You use ideas or content previously developed by other authors.

- Use footnotes to make comments or introduce additional information that is not considered essential, or that would overload the main text.

- Delivery of the final version of the work

- Cover

- Summary

- Bibliographical references

- Annexes (if any)

- Oral defense of the work

- Exhibition of the most important information in your work

- Title, thematic area and authorship
- Introduction and objectives
- Method
- Results
- Conclusions

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Reading, bibliography review, information search, research methodology seminar	25	1	1, 2, 7, 11, 16, 6, 3, 14, 9, 10, 8
Type: Supervised			
Reading exercises and solving doubts, face-to-face and virtual tutoring.	50	2	1, 2, 7, 11, 16, 3, 14, 9, 10, 8
Type: Autonomous			
Preparing and writing of the TFM	62.5	2.5	1, 2, 7, 11, 16, 6, 3, 14, 13, 9, 10, 12, 15, 5, 4, 8

Reading articles / books / reports of interest

Face-to-face and online tutorials

Field works

Comply with the formal aspects and instructions that coordination facilitates the students at the beginning of the classes.

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
Individual preparation, reading and public defense of the TFM	100%	12.5	0.5	1, 2, 7, 11, 16, 6, 3, 14, 13, 9, 10, 12, 15, 5, 4, 8

The time and effort dedicated to the different phases of preparing the work are valued, namely:

- (1) Literature review
- (2) Definition of the subject of the work
- (3) Structure of the work
- (4) Obtainment and analysis of data, if applicable.
- (5) Redaction of drafts
- (6) Presentation of the final version
- (7) Oral defense of the work

## Bibliography

- Cervera, Ángel y Miguel Salas 1998, *Cómo se hace un trabajo escrito*, Madrid: Laberinto
- Clanchy, John y Brigid Ballard 2000, *Cómo se hace un trabajo académico. Guía práctica para estudiantes universitarios*, Zaragoza: Prensas Universitarias de Zaragoza.
- Hanké, Bob 2009, *Intelligent Research Design*, Oxford: Oxford University Press
- Montolío, Estrella (ed.) 2000, *Manual práctico de escritura académica*, Barcelona: Ariel
- [http://www9.georgetown.edu/faculty/kingch/Teaching\\_and\\_Learning.htm](http://www9.georgetown.edu/faculty/kingch/Teaching_and_Learning.htm)
- <http://www.plagiarism.org/>

## Software

Microsoft word, excel, PowerPoint, Teams, Outlook, OneDrive

## Language list

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	second semester	afternoon
(TE) Theory	2	Spanish	second semester	afternoon