



# Master's Thesis

Master in Internationalization of  
companies



UNIVERSIDAD  
NEBRIJA

## General Information

**Course:** Master's Thesis

**Degree:** Master's Degree in Business Internationalization

**Nature:** Master's Thesis

**Language:** Spanish and English

**Mode:** On-site/Distance

**Credits:** 12

**Semester:** 2nd

### Academic Responsible:

Dr. D. Geoffrey Ditta, Dr. D. Santiago Budria, Dr. Dña. Paola Rodas Paredes, Dr. Dña. Daniela F Thiel Ellul, Dr. Dña. Mónica Goded Salto, Dr. D. Mirco Soffritti, Dr. Dña. Marina Mattera, Dr. Dña. Jessica Bayón Pérez, Dr. D. Emilio José González González, Dr. D. Jorge Hernando Cuñado, Dr. D. Michael de Jose Belzunce, Dr. Dña. DE CASTRO VELASCO, Julia, Dr. D. Juan Manuel Ramírez Cirera, Dr. D. Andrés Jerónimo Arenas Falótico, Dr. Dña. Ivana Laura Ambrosio Racic, Dr. D. David Cohen, Dr. D. Francisco Javier Navarro Meneses, Dr. Dña. Nadia Ahmadouche, Dr. D. Jorge Colvin Diez, Dr. D. Victor Conde Salazar, Dr. Dña. Elena Víktorovna Navrotskaya, Dr. Hendrikus Cristina Jacoba Vermeulen, Dr. David Turiel, Dr. Dña. Patricia Soriano Machado, Dr. D. Fernando Diez Estella, Dr. D. Leonardo Palferro Fernandez, Dr. D. Leopoldo Alandete Medran.

## 1. COMPETENCIES AND LEARNING OUTCOMES

### 1.1. Competencies

#### Basic Competencies:

CB6 Possess and understand knowledge that provides a foundation or opportunity to be original in the development and/or application of ideas, often in a research context.

CB7 Students should be able to apply the knowledge acquired and their problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.

CB8 Students should be able to integrate knowledge and deal with the complexity of making judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9 Students should be able to communicate their conclusions and the knowledge and reasons that support them to specialized and non-specialized audiences in a clear and unambiguous manner.

CB10 Students should possess learning skills that enable them to continue studying in a largely self-directed or autonomous manner.

#### General Competencies:

CG1 Be capable of applying acquired knowledge with autonomy and a high degree of involvement in

multinational companies.

CG2 Be capable of understanding newly presented problems and applying the most appropriate solutions within a national and/or international business context.

CG3 Be capable of developing analytical skills for managing companies in dynamic and complex environments, such as those in an international context.

CG4 Be capable of interpreting macroeconomic data, country information, sector information, and relevant company data to systematize business decision-making processes.

CG5 The student will be able to acquire the knowledge and learning necessary to continue pursuing more specialized studies in the field of research or doctoral studies.

CG6 Be capable of integrating into multidisciplinary teams in high-pressure situations with a resolute and proactive attitude.

CG7 The student will be able to develop business and personal activities within ethical behaviors and social and environmental responsibility.

CG8 The student will be able to express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

CG9 The student will be able to integrate basic technological tools and the necessary communication to correctly develop their learning.

### **Specific Competencies:**

CE8 Obtain, propose, and draft novel scientific conclusions after comparing scientific and technical approaches that may be in conflict.

CE9 Develop the ability to search for scientific information using databases and analogical methods.

CE10 Acquire techniques for professional document writing and report presentation in the field of international business.

## **1.2. Learning Outcomes**

By the end of this course, the student should:

Through the defense of their Master's Thesis before a committee, the student will demonstrate the knowledge acquired throughout the training program, as well as the interrelationship between the different areas of knowledge and the maturity necessary to develop a professional, academic, and personal role in the field of business internationalization.

## **2. CONTENTS**

### **2.1. Prerequisites**

**Have passed all previous courses.**

### **2.2. Description of Contents**

The subject consists of choosing a research topic or a project for the internationalization of a company, completing a related work, and defending it before a panel. Depending on the educational option chosen

by the student, the Master's Final Project will vary. In the professional educational option, the Master's Final Project consists of creating an internationalization plan for a company. This could be for a company that wants to internationalize for the first time, a company that is already internationalized but wants to enter new markets/countries, or a company that is internationalized and wants to sell new products or services abroad. In this case, the Master's Final Project is individual.

For the research educational option, the Master's Final Project involves conducting research on a topic related to the internationalization of companies, with the possibility of focusing on one of the various themes learned during the master's program. In this case, the Master's Final Project will also be individual. This process will be supervised by a faculty member to ensure that the student acquires the necessary criteria and procedures for completing the project.

**Educational Activities:**

Face-to-Face Modality:

<b>Educational Activities:</b>	<b>Hours</b>	<b>Percentage of Face-to-Face Attendance for Educational Activities</b>
<b>AF4 Tutoring Sessions</b>	40	100%
<b>AF18 Preparation of Work Reports, Presentation, and Defense of the Bachelor's/Master's Final Project</b>	260	0,4%
<b>TOTAL</b>	<b>300</b>	

Online Modality:

<b>Educational Activities:</b>	<b>Hours</b>	<b>Percentage of Face-to-Face Attendance for Educational Activities</b>
<b>AF4 Tutoring Sessions</b>	40	100%
<b>AF18 Preparation of Work Reports, Presentation, and Defense of the Bachelor's/Master's Final Project</b>	260	0,4%
<b>TOTAL</b>	<b>300</b>	

Teaching Methodologies:

Face-to-Face: MD5

Distance Learning: MD5

Evaluation Systems:

The grading system (R.D. 1125/2003, of September 5) will be as follows:

0 – 4.9 Fail (SS)

5.0 – 6.9 Pass (AP)

7.0 – 8.9 Good (NT)

9.0 – 10 Excellent (SB)

The mention of "Honors" can be awarded to students who have obtained a grade of 9.0 or higher. The number of Honors awards cannot exceed five percent of the students enrolled in the subject in the corresponding academic year, except if the number of enrolled students is fewer than 20, in which case only one "Honors" can be granted.

Face-to-Face Modality

Regular Exam Session

Evaluation Systems	Minimum Weighting	Maximum Weighting
SE6	20%	20%
SE8	80%	80%

Convocatoria Extraordinaria

Evaluation Systems	Minimum Weighting	Maximum Weighting
SE6	20%	20%
SE8	80%	80%

Distance Learning Modality

Regular Exam Session

Evaluation Systems	Minimum Weighting	Maximum Weighting
SE6	20%	20%
SE8	80%	80%

Extraordinary Exam Session

Evaluation Systems	Minimum Weighting	Maximum Weighting
SE6	20%	20%
SE8	80%	80%

**Course 11.1**

Course Title: Master's Final Project			
Semester	2	Type	Máster Thesis
Credits	12	Language	Spanish and English

The Master's Final Project will be evaluated by a panel consisting of faculty members and renowned professionals.

The presentation and public defense of the Master's Final Project in the distance learning modality must be conducted in person. However, the defense can be carried out via videoconference, provided that:

1. A university representative is physically present to verify the student's identity at the location where the defense is being conducted and accompanies the student throughout the process;
2. The defense is public, either at the student's location or at the panel's location;
3. There is the possibility of interaction between the student and the panel.