

Capstone (TFM) (6 ECTS)

Introduction

The Capstone is project designed to bring together all the learning acquired during the first year of the MBA. It is a team-based project in which students have work on a real business problem provided by a company and suggest ideas & recommendations to company's executives. Each team is supervised by an IESE faculty member who help them go through the challenge and is also responsible for the company assigned to them. In a way, students act like "consultants", working on a consulting project during the whole length of the course.

Objectives

The main objective of the course is to bring real, general management problems/challenges faced by companies in order to give them an opportunity to put their learning into practice.

Content

As the problems/challenges brought by the companies have a general management perspective, this multidisciplinary course covers topics from general management as well as different functional areas of a company, depending on the companies' needs.

Evaluation

The course grade will be based on:

- SE5 100%: Evaluation TFM, writing and oral presentation.

Competences

Basic

CB6. Possess and understand knowledge that provides a basis or opportunity to be original in the

development and / or application of ideas, often in a research context.

CB7. The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8. The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

General

CG1. Expose and discuss business situations rigorously and effectively, using both formal and informal procedures, and providing relevant data to support their observations and conclusions.

CG2. Identify, address, and resolve interpersonal conflicts promptly and deeply without damaging the personal relationship, both within the organization and in its immediate environment of stakeholders (shareholders, customers, suppliers, etc.)

CG5. Identify the catalysts for personal and organizational change to encourage entrepreneurial and innovative behavior that allows adaptation to change business environments.

CG6. Prioritize the objectives, program the activities in an appropriate way and execute them in the foreseen term.

CG7. Effectively distinguish and categorize relevant information for business decision-making.

Specific

CE01. Apply a structured and rigorous process of analyzing business situations that integrates all the business dimensions (personal, strategic, financial, etc.) and concludes with a reasonable and feasible action plan.

CE02. Prepare structured, synthetic, and clear executive reports for the analysis and decision-making of business situations.

CE06. Compare management models and company cultures through the application of anthropological and sociological models provided by academic literature.

CE32. Ability to develop business plans, understanding each of the processes, which allow presenting business plans to real investors.