

TEACHING GUIDE
END OF DEGREE PROJECT

**GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y
COMUNICACIÓN CORPORATIVA (INGLÉS)**

ACADEMIC YEAR 2024-25

Date: 01-07-2024



I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	4 course, annual
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>El TFG es la asignatura con la concluye el plan de estudios y supone la realización por parte del estudiante, bajo la supervisión de uno o dos tutores, de un trabajo en el que se pongan de manifiesto las capacidades, competencias y habilidades adquiridas en el Grado.</p> <p>El TFG deberá estar orientado a la aplicación de las competencias generales asociadas a la titulación, a capacitar para la búsqueda, gestión, organización e interpretación de datos relevantes, para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica, tecnológica o ética, y que facilite el desarrollo de un pensamiento y juicio crítico, lógico y creativo.</p> <p>El TFG está asociado a la evaluación de las competencias generales a un título que acredita una formación general orientada a la preparación para el ejercicio de actividades de carácter profesional.</p>

III.-Competences
<p>Generic competences</p> <p>CG2. Ability to apply knowledge to practice CG5. Development of autonomous learning in the field of study CG8. Knowledge of information technology relevant to the field of study CG10. Decision-making and problem-solving skills CG14. Critical-thinking and self-criticism skills CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people</p>
<p>Specific competences</p> <p>CE49. Integrate the interdisciplinary knowledge acquired throughout the degree into a descriptive and analytical work. Know how to structure an academic document and present a project on any aspects related to the degree in an academic manner, taking into account the knowledge acquired and its application to practice CE50. Ability to diagnose any problems that may arise when organising a function, event or ceremony. Adequate decision-making skills. Ability to respond to unforeseen events. Carry out analysis and use response resources. That is, practical application of knowledge through case studies and the resolution of practical cases</p>



IV.-Contents

IV.A.-Syllabus

The assignment of tutors is made by free agreement between the student and the professor. The student will have to contact, preferably in the first term of each academic year, with a URJC professor who teaches a related subject or is a specialist in the subject chosen by the student. In addition, you can consult the list of topics and lines of research that the Faculty publishes for your degree, available on the URJC intranet (<https://www.urjc.es/principal-intranet/trabajo-fin-de-grado#facultad-de-ciencias-de-la-comunicacion>) and on the Faculty's website (<https://www.urjc.es/tablon-fccom#ftg>). The tutor and the student will formalize the agreement through the URJC Final Degree Project Platform.

The tutoring commitment will have a duration of two years.

If within this period the student has not defended the work, the assignment must be registered again in the TFG management platform. Students will not be able to defend a EDP that is not tutored by a professor.

The EDP may be of research, creation or production, according to the models indicated in the URJC Final Degree Project Framework Regulations:

- 1) Literature review papers (bibliometric or argumentative).
- 2) Empirical works (quantitative, qualitative, experimental, case analysis, etc.).
- 3) Works of design or simulation of processes, systems or facilities.
- 4) Practical work related to processes and activities of professional profiles.
- 5) Works carried out under the modalities of Service-Learning or Challenge-Based Learning.

The works of professional creation must necessarily be accompanied by a production report. The completion of the EDP in external entities will require the formalization of collaboration agreements with these institutions and may have the supervision of an additional professional tutor belonging to the collaborating entity. The completion of the EDP in external entities will require the student to prepare a final report. The information related to EDP (Regulations, defense calendar, EDP template, list of offers, list of students admitted for defense in each call, etc.) is available on the URJC intranet, in the section corresponding to EDP <https://www.urjc.es/principal-intranet/trabajo-fin-de-grado>

The related queries should be addressed through the URJC's inquiries mailbox <https://ayuda.urjc.es>

IV.B.-Training activities

Type	Title
Reading	Lecturas de bibliografía para la elaboración del Trabajo Fin de Grado
Others	Preparación y supervisión de la memoria final con el tutor/A
Others	Búsqueda de documentación y lecturas para elaborar un marco teórico
Others	Tutoría con el tutor/a asignado
Others	Asistencia a otras actividades si fuera necesario para el tema



V.-Student workload		
Lecture classes	20	
Practical classes/resolution of exercises, case studies, etc.	40	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	0	
Academic tutorials	18	
Related activities: conferences, seminars, etc.	0	
Preparation of lecture classes	42	
Preparation of practices, exercises, cases studies work	40	
Test preparation	20	
Total student workload	180	
VI.-Methodology and academic programme		
Type	Period	Content
Academic Tutorials	Week 1 to Week 30	Tutoría con el tutor/a asignado
Other activities	Week 1 to Week 30	Realización del trabajo fin de grado (memoria final)
Reading	Week 1 to Week 32	Lecturas de bibliografía para la elaboración del Trabajo Fin de Grado
Work placements	Week 1 to Week 32	Prácticas necesarias, según el tema y metodología del trabajo



VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Description of the tests for assessment and their weights.

Description of the evaluation tests and their weighting

With the express authorization of the tutor, the student will present his/her work through the EDP platform in the defense periods established by the Faculty of Communication Sciences according to the defense calendar available at

Students may only request the presentation of the EDP within the deadlines established by the Faculty, according to the calendar of defense periods for each academic year available on the URJC intranet (<https://www.urjc.es/principal-intranet/trabajo-fin-de-grado#facultad-de-ciencias-de-la-comunicacion>) and on the website of the Faculty (<https://www.urjc.es/tablon-fccom#tfg>). No defense applications will be accepted after the deadline established for each defense period.

The EDP may be defended and graded directly by the tutor, as long as the grade does not exceed 8, as stated in the URJC Final Project Framework Regulations.

If the tutor considers that the work could obtain a grade higher than 8, he/she will propose the defense of the work before an Evaluation Tribunal.

The student who presents an individual work will have a maximum of 7 minutes to defend it before the Tribunal. The student will be provided with support material.

Weighting of the grades:

- Work presented on the platform: 80%. Minimum grade: 5.
- Oral defense of the student: 20%. Minimum grade: 4.

Failure grade in the EDP

The student will have in each academic year two calls for the presentation and defense of the EDP.

In the event that the EDP is graded with a fail, he/she may request the defense in another period of the same academic year, in accordance with the defense calendar established by the Faculty of Communication Sciences.

In the event that the student has defended and failed the EDP in the defense periods defined by the Faculty for the same academic year, he/she must re-enroll in the EDP course.

VII.B. Assessment of students with an academic exemption

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: No

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

Q2803011B UNIVERSIDAD REY JUAN CARLOS
 Fecha firma: 18/04/2025 06:57 | Hash: b41ce32f2454ede59ce4fc305fb43cc5.



VII.D.-Students with a disability or special educational needs

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed



VII.-Bibliography

Reference Generic

Description: The bibliography will depend on the specific topic of the work to be developed. The academic tutor will guide the student on the most appropriate bibliography for each topic.

Descripción: La bibliografía dependerá de la temática específica del trabajo a desarrollar. El tutor académico orientará al estudiante sobre la bibliografía más adecuada a cada tema.

Reference literature

IX.-Lecturers/Teachers/Professors