1. GENERAL OBJECTIVE:

Develop the approach of the Graduation Project, in compliance with: the requirements, structures, standards (ICONTEC, or other specific or international), the presentation, the steps required, writing, spelling, subjects, methods of Teachers (Advisor (s), Subject Area Coordinator of the department, Professor, Mechanical Projects Committee, etc.), and other information required by the career and / or the Department and / or the University and / or relevant entity under the standards adopted in University, with a view to achieving the full realization of the Graduation Project.

2. CONTENTS:

• Conceptualize the objectives and overall structure of a project.
• Distinguish different types of projects.
• Select the scientific subject and / or applied
• Develop conceptual and methodological framework for the development of a project.
• Methodologies to structure for electronic or magnetic media of a project and its realization in print.
• Development of the proposed project.
• Data management: experimental, narrative and / or inconclusive relationships, econometrics, projections, etc.
• Sustaining the project.
• Conclusions, recommendations and new research avenues

3. EVALUATION:

Technical and thematic evaluation by the Prof. Advisor of the project and Pre-project Evaluation of the Teacher. This last part is based on: consultations, lectures, work performed, exhibitions, progress reports, examinations, etc.

4. BIBLIOGRAPHY:
- Cabrejos Doig, Belisario G.- Investigación de Mercados. - Centro de Publicaciones EAFIT. –EAFIT University. - Medellín – Colombia- 1989