

<b>COURSE: INTRODUCTION TO BUSINESS</b>		
<b>DEGREE: DATA SCIENCE AND ENGINEERING</b>	<b>YEAR: 3</b>	<b>TERM: 1</b>

WEEKLY PLANNING								
WEEK	SESSION	DESCRIPTION	TEACHING (mark X)		SPECIAL ROOM FOR SESSION (Computer class room, audio-visual class room)	WEEKLY PROGRAMMING FOR STUDENT		
			L E C T U R E S	S E M I N A R S		DESCRIPTION	CLASS HOURS (1,66=50+50 min)	HOMEWORK HOURS (Max. Estim. 6,5h)
1	1	Course presentation	x			Introduction. Contents and evaluation	1.66	3.0
	2	Topic 1. General Concepts. Concept and nature of the firm		x		Active class. Participation. Study of assigned material.	1.66	
2	3	Topic 1. The business functions. The role of engineering and engineer in business management	x			Active class. Participation. Study of assigned material.	1.66	5.0
	4	Practical application. Topic 1		x		Study, exercise resolution, case preparation, individual and group assignments	1.66	
3	5	Topic 2. The enterprise and the entrepreneur. Types of firms. Objectives and strategies	x			Active class. Participation. Study of assigned material.	1.66	6.0
	6	Practical application. Topic 2		x		Study, exercise resolution, case preparation, individual and group assignments	1.66	

4	7	Topic 2. The business environment	x			Active class. Participation. Study of assigned material.	1.66	6.0
	8	Practical application. Topic 2		x		Study, exercise resolution, case preparation, individual and group assignments	1.66	
5	9	Topic 3. The financial function. Accounting and economic / financial analysis of the company. The investment decision	x			Active class. Participation. Study of assigned material.	1.66	6.0
	10	Practical application Topic 3. Accounting		x		Study, exercise resolution, case preparation, individual and group assignments	1.66	
6	11	Topic 3. The financial function. The financing decision	x			Active class. Participation. Study of assigned material.	1.66	6.0
	12	Practical applications Topic 3. Profitability and Financial Leverage exercises		x		Study, exercise resolution, case preparation, individual and group assignments	1.66	
7	13	Topic 3. The financial function. The investment decision	x			Active class. Participation. Study of assigned material.	1.66	6.0
	14	Practical applications Topic 3. Investment project exercises		x		Study, exercise resolution, case preparation, individual and group assignments	1.66	
8	15	Topic 4. The production function. Concept and objectives. Types of productive systems	x			Active class. Participation. Study of assigned material.	1.66	6.0
	16	Control 1. Topics 1-3. Follow-up business plan		x		Study, exercise resolution, case preparation, individual and group assignments	1.66	
9	17	Topic 4. The production function. Project management	x			Active class. Participation. Study of assigned material.	1.66	6.0
	18	Practical application Topic 4. Break even point exercises and operational leverage		x		Study, exercise resolution, case preparation, individual and group assignments	1.66	
10	19	Topic 4. The production function. Logistics and supply chain management	x			Active class. Participation. Study of assigned material.	1.66	6.0
	20	Practical application Topic 4. Project management		x		Study, exercise resolution, case preparation, individual and group assignments	1.66	

11	21	Topic 5. Commercial management and marketing. Marketing Mix	x			Active class. Participation. Study of assigned material.	1.66	6.0
	22	Practical application Topic 5.		x		Study, exercise resolution, case preparation, individual and group assignments	1.66	
12	23	Topic 5. Commercial management and marketing. Marketing Mix (Cont) Topic 6. The management of the company. The directive	x			Active class. Participation. Study of assigned material.	1.66	6.0
	24	Control 2. Topics 4-5. Follow up business plan		x		Study, exercise resolution, case preparation, individual and group assignments	1.66	
13	25	Topic 6. Design of the organizational structure. Human Resource Management	x			Active class. Participation. Study of assigned material.	1.66	6.0
	26	Practical application Topic 6		x		Study, exercise resolution, case preparation, individual and group assignments	1.66	
14	27	Topic 7. Business creation and innovation: technology	x			Active class. Participation. Study of assigned material.	1.66	5.0
	28	Presentation business plan		x		Presentations	1.66	
	29	Presentation business plan		x		Presentations	1.66	3.00
<b>Subtotal 1</b>							<b>48</b>	<b>82</b>
<b>Total 1 (Hours of class plus student homework)</b>							<b>130</b>	
15		Tutorials, handing in, etc					3.6	-
16	17 18	Assessment					4	10
<b>Subtotal 2</b>							<b>8</b>	<b>10</b>
<b>Total 2 (Hours of class plus student homework)</b>							<b>18</b>	
<b>TOTAL (Maximun 160 horas)</b>							<b>148</b>	