

SUBJECT: ESSENTIALS OF BUSINESS		
DEGREE: STATISTICS AND BUSINESS	YEAR: 1º	SEMESTER: 1º

TIMETABLE FOR THE SUBJECT								
WEEK	SESSION	DESCRIPTION OF EACH SESSION	GROUP (X mark)		Indicate if a different lecture room is needed (computer, audiovisual, etc.)	HOMEWORK PER WEEK		
			BIG	SMALL		DESCRIPTION	ATTENDING HOURS	HOMEWORK Max. 7H/WEEK
1	1	Presentation of the course: Introduction and review of the subject "Essentials of Business"	X			Active attendance to class	1,5	
1	2	Practice class. The aim is to explain the working methodology, how to analyze and discuss readings and cases.		X		Active attendance to class	1,5	
2	3	TOPIC 1. General concepts 1.1. Concept and nature of the enterprise 1.2. Business functional areas 1.3. The business environment. Generic and Specific environment	X			Active attendance to class Read the content of the session	1,5	
2	4	Practice 1: Analysis of the business environment		X		Active attendance to class	1,5	
3	5	TOPIC 2. The enterprise: types and objectives 2.1. The enterprise and the entrepreneur. The role of the entrepreneur 2.2. Types of enterprises	X			Active attendance to class Read the content of the session	1,5	
3	6	Practice 2a: Types of enterprises: family business		X		Preparation of practice Active attendance to class	1,5	
4	7	2.3. Business objectives 2.4. Business strategies and types	X			Active attendance to class Read the content of the session	1,5	
4	8	Practice 2b: Types of enterprises: family business		X		Preparation of practice Active attendance to class	1,5	
5	9	TOPIC 3. The function of production 3.1. The function of production. Concept and objectives 3.2. Types of productive systems	X			Active attendance to class Read the content of the session	1,5	
5	10	Control 1 (0.5 point) Business plan (session 1)		X		Prepare the first control by studying topics 1 and 2. Elaboration of the first part of Business Plan in groups.	1,5	
6	11	3.3. Planning and control of the productive system	X			Active attendance to class Read the content of the session	1,5	
6	12	Practice 3: Break-even point and operating leverage exercises		X		Preparation of practice Active attendance to class	1,5	

7	13	TOPIC 4. The marketing activity 4.1. The role of marketing in the company: general aspects 4.2. Market segmentation and positioning of the product	X			Active attendance to class Read the content of the session	1,5	
7	14	Practice 4a: Strategic Marketing		X		Preparation of practice Active attendance to class	1,5	
8	15	4.3. Marketing-mix decisions	X			Active attendance to class Read the content of the session	1,5	
8	16	Practice 4b: Operative Marketing		X		Preparation of practice Active attendance to class	1,5	
9	17	TOPIC 5. The financial function 5.1. Economic and financial structure of the company 5.2. The financial structure of the company	X			Active attendance to class Read the content of the session	1,5	
9	18	Control 2 (1 point) Business plan (session 2)		X		Prepare the second control by studying topics 3 and 4. Elaboration of the second part of Business Plan in groups.	1,5	
10	19	5.3. The decision of investment	X			Active attendance to class Read the content of the session	1,5	
10	20	Practice 5: Investments exercises		X		Preparation of practice Active attendance to class	1,5	
11	21	5.4. Analysis of business performance and financial leverage	X			Active attendance to class Read the content of the session	1,5	
11	22	Practice 6: Exercises about economic and financial return and financial leverage		X		Preparation of practice Active attendance to class	1,5	
12	23	TOPIC 6. The management of the company 6.1. Managerial functions	X			Active attendance to class Read the content of the session	1,5	
12	24	Practice 7: Mintzberg roles and the directive		X		Preparation of practice Active attendance to class	1,5	
13	25	6.2. Organizational structure 6.3. Human Resources Management	X			Active attendance to class Read the content of the session	1,5	
13	26	Business plan (session 3)		X		Elaboration of the third part of Business Plan in groups.	1,5	
14	27	Business plan (session 4)	X			Active attendance to class Completion of the Business Plan. Presentation preparation in groups.	1,5	
14	28	Control 3 (1 point) General review of the course		X		Prepare the third control by studying topics 5 and 6.	1,5	
SUBTOTAL							42	+ 68 = 110
15		Retake class, tutorial support sessions, essays to hand in, etc.		X		Presentation of the Business Plan in groups	12	
16-18		Exam preparation and assessment					3	25
TOTAL							150	