uc3m Universidad Carlos III de Madrid

Vicerrectorado de Estudios Apoyo a la docencia y gestión del grado

COURSE: Introduction to business management		
DEGREE: Audiovisual System Engineering	YEAR: 4	TERM: 2

	WEEKLY PLANNING								
	S	DESCRIPTION	TEACHING (mark X)		SPECIAL ROOM	WEEKLY PROGRAMMING FOR STUDENT			
W E E K	E S S I O N		L E C T U R E S	S E M I N A R S	FOR SESSION (Computer class room, audio-visual class room)	DESCRIPTION	CLASS HOURS (1,66=50+50 min)	HOMEWORK HOURS (Max. Estim. 3,25h)	
1	1	Introduction to the subject. Topic 1. 1.1 Introduction. Basic concepts in the business management. 1.2 Firm's goals and strategies	х			Introduction. Contents and evaluation. Active class. Participatio. Study of assigned materials.	1,66	3,25	
2	2	Topic 1. 1.3. Business processes and business functions. 1.4. Firm Types and legal forms		Х		Active class. Participation. Study of assigned materials.	1,66	3,25	
3	3	Topic 2. Financial management 2.2 Firm's economic-financial structure	Х			Active class. Participation. Study of assigned materials.	1,66	3,25	
4	4	Practical application. Topic 1		Х		Exercise resolution, case preparation, individual and group assignemnents	1,66	3,25	
5	5	Topic 2. 2.2. Ratios and financial leverage analysis. 2.3 Investment analysis. NPV and IRR	Х			Active class. Participation. Study of assigned materials.	1,66	3,25	
6	6	Practical application. Topic 2		Х		Exercise resolution, case preparation, individual and group assignemnents	1,66	3,25	

	WEEKLY PLANNING									
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W E E K			L E C T U R E S	S E M I N A R S	FOR SESSION (Computer class room, audio-visual class room)	DESCRIPTION	CLASS HOURS (1,66=50+50 min)	HOMEWORK HOURS (Max. Estim. 3,25h)		
7	7	Topic 3. Operations management. 3.1. 3.1. Production systems. 3.2. Cost analysis and leveraged buyout.	х			Active class. Participation. Study of assigned materials.	1,66	3,25		
8	8	Practical application. Topic 2		Х		Exercise resolution, case preparation, individual and group assignemnents	1,66	3,25		
9		Topic 4 4. Marketing and sales management 4.1. Marketing plan 4.2. Segmentation and positioning 4.3. Marketing mix decisions	х			Active class. Participation. Study of assigned materials.	1,66	3,25		
10	10	Practical application. Topic 3		Х		Exercise resolution, case preparation, individual and group assignemnents	1,66	3,25		
11	11	Topic 5. The management function 5.1. Management function. 5.2. Organizational structures	Х			Active class. Participation. Study of assigned materials.	1,66	3,25		
12	12	Practical application. Topic 4		Х		Exercise resolution, case preparation, individual and group assignemnents	1,66	3,25		
13	13	Topic 5. Management of technology-based companies	Х			Active class. Participation. Study of assigned materials.	1,66	3,25		
14	14	Practical application. Topic 5		Х		Exercise resolution, case preparation, individual and group assignemnents	1,66	3,25		
	15	Additional session. Review				Voluntary	1,66	3,25		
	ĺ					Subtotal 1		49		
	Total 1 (Hours of class plus student homework)							4		
15		Tutorials, handing in, etc					1,8	-		
16										

	S E S S I O N	DESCRIPTION	TEACHING (mark X)		SPECIAL ROOM	WEEKLY PROGRAMMING FOR STUDENT		
W E E K			L E C T U R E S	S E M I N A R S	FOR SESSION (Computer class room, audio-visual class room)	DESCRIPTION	CLASS HOURS (1,66=50+50 min)	HOMEWORK HOURS (Max. Estim. 3,25h)
17		Assessment					4	4
18						Subtotal 2	6	4
Total 2 (Hours of class plus student homework)								0

TOTAL (Maximun 83 horas)