## 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		TEACHING (mark X)		SPECIAL ROOM	WEEKLY PROGRAMMING FOR STUDENT			
W E K	E S I O N	DESCRIPTION	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							
	s		TEACHING (mark X)		SPECIAL ROOM	WEEKLY PROGRAMMING FOR STUDENT		
W E K	E S I O N	DESCRIPTION	L E C T U R E S	S E M I N A R S	S FOR SESSION E (Computer M class room, I audio-visual N class room) A R	DESCRIPTION	CLASS HOURS (1,66=50+50 min)	HOMEWORK HOURS (Max. Estim. 3,25h)
7		Topic 3. Operations management. 3.1. 3.1. Production systems. 3.2. Cost analysis and leveraged buyout.	x			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	9	Topic 4 4. Marketing and sales management 4.1. Marketing plan 4.2. Segmentation and positioning 4.3. Marketing mix decisions	x			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		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
Subtotal 1							25	49
Total 1 (Hours of class plus student homework)							7	4

15	Tutorials, handing in, etc			1,8	-
16					

	WEEKLY PLANNING								
	s			HING rk X)	SPECIAL ROOM	WEEKLY PROGRAMMING FOR STUDENT			
W E K	E S I O N	S DESCRIPTION	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							4	
	Total 2 (Hours of class plus student homework)							.0	

TOTAL ( <u>Maximun 83 horas</u> )	83