

COURSE: Introduction to business management

DEGREE: Telematics Engineering

YEAR: 4

TERM: 2

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. 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	X			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		X		Active class. Participation. Study of assigned materials.	1,66	3,25
3	3	Topic 2. Financial management 2.2 Firm's economic-financial structure	X			Active class. Participation. Study of assigned materials.	1,66	3,25
4	4	Practical application. Topic 1		X		Exercise resolution, case preparation, individual and group assignemnts	1,66	3,25
5	5	Topic 2. 2.2. Ratios and financial leverage analysis. 2.3 Investment analysis. NPV and IRR	X			Active class. Participation. Study of assigned materials.	1,66	3,25
6	6	Practical application. Topic 2		X		Exercise resolution, case preparation, individual and group assignemnts	1,66	3,25

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7	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		X		Exercise resolution, case preparation, individual and group assignemnts	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		X		Exercise resolution, case preparation, individual and group assignemnts	1,66	3,25
11	11	Topic 5. The management function 5.1. Management function. 5.2. Organizational structures	X			Active class. Participation. Study of assigned materials.	1,66	3,25
12	12	Practical application. Topic 4		X		Exercise resolution, case preparation, individual and group assignemnts	1,66	3,25
13	13	Topic 5. Management of technology-based companies	X			Active class. Participation. Study of assigned materials.	1,66	3,25
14	14	Practical application. Topic 5		X		Exercise resolution, case preparation, individual and group assignemnts	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)							74	
15		Tutorials, handing in, etc					1,8	-
16								

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			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. 3,25h)
17		Assessment					4	4
18								
Subtotal 2							6	4
Total 2 (Hours of class plus student homework)							10	
TOTAL (<i>Maximun 83 horas</i>)							83	