

<b>COURSE: Introduction to Business Management</b>		
<b>DEGREE:</b>	<b>YEAR: 2</b>	<b>TERM: 2</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. Topic 1. The firm. Its nature and types.	x			Explanation of contents and evaluation. Active class. Participation.	1,66	3,0
	2	Practical application		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	
2	3	Topic 2. Value creation: environment and competitive advantage. 2.1. Value creation and firm's goals 2.2 The business environment and competence	x			Active class. Participation. Study of assigned material.	1,66	6,0
	4	Practical application		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	
3	5	Topic 2. 2.3 Firm's internal analysis and value chain 2.4. Competitive strategy and business models	x			Active class. Participation. Study of assigned material.	1,66	6,0
	6	Practical application		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	

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4	7	Topic 3. Financial management (I) 3.1 Introduction to accounting. 3.2. Fimr's financial-economic structure. Financial statements.	x			Active class. Participation. Study of assigned material.	1,66	6,0
	8	Practical application		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	
5	9	Topic 3. 3.3. Alternative for financing the firm	x			Active class. Participation. Study of assigned material.	1,66	6,0
	10	Practical application		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	
6	11	Topic 4. Financial mangament (II) 4.1 Firm's economic and financial viability 4.2. Ratios and financial leverage analysis	x			Active class. Participation. Study of assigned material.	1,66	6,0
	12	Practical application		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	
7	13	Topic 4. 4.3. Investment analysis: NPV and IRR	x			Active class. Participation. Study of assigned material.	1,66	6,0
	14	Practical application		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	
8	15	Topic 5. Marketing and sales management. 5.1. The marketing plan 5.2. Segmentation and positioning	x			Active class. Participation. Study of assigned material.	1,66	6,0
	16	Contol 1. Topics 1-3 Follow up business plan		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	

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9	17	Topic 5. 5.3 The marketing mix variables	x			Active class. Participation. Study of assigned material.	1,66	6,0
	18	Practical application		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	
10	19	Topic 6. The management function. 6.1. The role of management.	x			Active class. Participation. Study of assigned material.	1,66	6,0
	20	Practical application		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	
11	21	Topic 6. 6.2. HR Management 6.3. Projects and teams management	x			Active class. Participation. Study of assigned material.	1,66	6,0
	22	Practical application		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	
12	23	Topic 7. Entrepreneurship and innovation: Technology-based companies. 7.1 Concept and types of innovation 7.2 Innovation Management. Strategies for the protection and exploitation of technology	x			Active class. Participation. Study of assigned material.	1,66	6,0
	24	Practical application		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	
13	25	Topic 7. 7.3 Technological entrepreneurship. Technology-based companies	x			Active class. Participation. Study of assigned material.	1,66	6,0
	26	Control 2. Topics 4-6 Follow up business plan		x		Study, exercise resolution, case preparation, individual and group assignments	1,66	
14	27	(laboratory) Presentation business plan	x			Presentations	1,66	6,0

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28		(laboratory) Presentation business plan		x		Presentations	1,66	0,0
29		(laboratory) Follow up Topics 1-7	x	x		Active class. Participation. Study of assigned material.	1,66	3,00
<b>Subtotal 1</b>							<b>48</b>	<b>84</b>
<b>Total 1 (Hours of class plus student homework)</b>							<b>132</b>	
15		Tutorials, handing in, etc					3,6	-
16		Assessment					4	10
17								
18								
<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>150</b>	