



<b>SUBJECT:</b> Management of industrial enterprises		
<b>MASTER DEGREE:</b> Master in Industrial Engineering	<b>ECTS:</b> 6	<b>QUARTER:</b> 1

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		
			1	2		DESCRIPTION	ATTENDING HOURS	HOMEWORK Max. 7H/WEEK
1	1	Introduction. Concept of Enterprise.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	6
1	2	Human Resources Management. Functions.				Active class participation. Study of assigned material. Solve assigned exercises..	1,66	
2	3	Organizational structure. HR in the firm. Compensation.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	6
2	4	Institutional and legal framework. Core management challenges: objectives and conflicting objectives.				Active class participation. Study of assigned material. Solve assigned exercises..	1,66	
3	5	Human Resources Management. Training and development. Leadership and motivation.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	6
3	6	Core management concepts: Costs and Economies. Markets. Types of enterprises.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	



4	7	Core Marketing concepts. Strategic marketing.				Active class participation. Study of assigned material.	1,66	7
4	8	State-Owned Enterprises (SOEs). Investment project evaluation. Opportunity cost.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	
5	9	Strategic marketing. The Marketing Plan.				Active class participation. Study of assigned material. Prepare assigned cases.	1,66	7
5	10	VAN, TIR, Payback.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	
6	11	Operational marketing. Core concepts.				Active class participation. Study of assigned material. Prepare assigned cases.	1,66	7
6	12	Analysis of alternative investment projects. Capital restrictions.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	
7	13	Partial exam.			Exam classroom	Partial exam.	1,66	7
7	14	Strategic and operational marketing. Discussion of a Marketing business case.				Active class participation. Study of assigned material. Prepare assigned cases.	1,66	
8	15	Review of core concepts and exercises: Core concepts and Investment project analysis.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	7



8	16	Strategic management. Core concepts.				Active class participation. Study of assigned material.	1,66	
9	17	Financial accounting: introduction. Basic concepts: expenditures vs. payments, income vs. receipts.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	7
9	18	Strategic management. Strategic analysis tools.				Active class participation. Study of assigned material. Prepare assigned cases.	1,66	
10	19	Balance sheet and Profit and Loss Statement.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	7
10	20	Strategic management. Operational concepts.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	
11	21	Practical session on financial accounting.				Active involvement in practical session. Study of assigned material.	1,66	7
11	22	Strategic management. Discussion of a strategic management business case.				Active class participation. Study of assigned material. Prepare assigned cases.	1,66	
12	23	Accounting and fiscal consolidation. Taxes. Cost accounting.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	7
12	24	Management of innovation. Core concepts.				Active class participation. Study of assigned material.	1,66	



13	25	Partial exam.			Exam classroom	Partial exam.	1,66	7
13	26	Practical session on financial accounting.				Active involvement in practical session. Study of assigned material.	1,66	
14	27	Management of innovation. Case discussion.				Active class participation. Study of assigned material. Prepare assigned cases.	1,66	7
14	28	Financial analysis. Financing decisions. Financial derivatives.				Active class participation. Study of assigned material. Solve assigned exercises.	1,66	
<b>TOTAL HOURS</b>							46.5	98

<b>Total 1 (Total student hours weeks 1-14)</b>							144,5	
15		Make-up and tutoring sessions, assignments, etc.						10,5
16		Evaluation and preparation for the evaluation					3	22
17								
<b>Subtotal 2</b>							<b>3</b>	<b>32,5</b>
<b>Total 2 ( Total student hours weeks 15-17)</b>							35,5	
<b>TOTAL ( Total 1 + Total 2. Max 180 horas)</b>							<b>180</b>	