

COURSE: Organization and management of media enterprises		
DEGREE: Bachelor in Journalism	YEAR: 3º	TERM: 1

WEEKLY PLANNING								
WEEK	SESSION	DESCRIPTION	TEACHING (mark X)		SPECIAL ROOM FOR SESION (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			L E C T U R E S	S E M I N A R S		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. Estim. 6,5h)
1	1	Information on subject Methodology				Global Classroom Consultation	1,5	6,5
	2	Information company Concept				Reading indicated by the teacher	1,5	
2	3	Company Fundamentals				Reading indicated by the teacher	1,5	6,5
	4	Information on practices				Follow guidelines indicated by the professor	1,5	
3	5	Strategic Planning				Reading indicated by the teacher	1,5	6,5
	6	Project Tutoring				Follow guidelines indicated by the professor	1,5	
4	7	Legal regulations				Reading indicated by the teacher	1,5	6,5
	8	Project Tutoring				Follow guidelines indicated by the professor	1,5	
5	9	Human Resources Management				Reading indicated by the teacher	1,5	6,5
	10	Project Tutoring				Follow guidelines indicated by the professor	1,5	
6	11	The informative market. The Offer				Reading indicated by the teacher	1,5	6,5
	12	Project Tutoring				Follow guidelines indicated by the professor	1,5	

WEEKLY PLANNING

WEEK	SESSION	DESCRIPTION	TEACHING (mark X)		SPECIAL ROOM FOR SESSION (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			L	S		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. Estim. 6,5h)
			E	E				
7	13	Audience Systems				Reading indicated by the teacher	1,5	6,5
	14	Project Tutoring				Follow guidelines indicated by the professor	1,5	
8	15	Business Model				Reading indicated by the teacher	1,5	6,5
	16	Project Tutoring				Follow guidelines indicated by the professor	1,5	
9	17	Financing Systems				Reading indicated by the teacher	1,5	6,5
	18	Project Tutoring				Follow guidelines indicated by the professor	1,5	
10	19	Practice 1. Proyect Tutoring				Working on the presentation	1,5	6,5
	20	Practice 1. Proyect Tutoring				Working on the presentation	1,5	
11	21	Practice 2. Proyect Tutoring				Working on the presentation	1,5	6,5
	22	Practice 2. Proyect Tutoring				Working on the presentation	1,5	
12	23	Practice 3. Proyect Tutoring				Working on the presentation	1,5	6,5
	24	Practice 3. Proyect Tutoring				Working on the presentation	1,5	
13	25	Practice 4. Proyect Tutoring				Working on the presentation	1,5	6,5
	26	Practice 4. Proyect Tutoring				Working on the presentation	1,5	
14	27	Presentation of the Strategic Planning project				Working on the presentation	1,5	6,5
	28	Presentation of the Strategic Planning project				Working on the presentation	1,5	

Subtotal 1 **42** **91**

Total 1 (Hours of class plus student homework) **133**

15		Tutorials, handing in, etc					3,6	-
16		Assessment					3	10
17								
18								

Subtotal 2 **6,6** **10**

WEEKLY PLANNING								
W E E K	S E S S I O N	DESCRIPTION	TEACHING (mark X)		SPECIAL ROOM FOR SESION (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			L E C T U R E S	S E M I N A R S		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. Estim. 6,5h)
							Total 2 (Hours of class plus student homework)	17
TOTAL (<i>Maximun 150 horas</i>)								150