



<b>COURSE : ENGINEERING MANAGEMENT II</b>		
<b>GRADE: INDUSTRIAL ENGINEERING</b>	<b>COURSE: 4</b>	<b>PERIOD: -</b>

<b>CRONONOGRAMA</b>							
WEEK	SESSION	DESCRIPTION	SPECIAL ROOM FOR SESSION (Computer class room, audio-visual class room)	Indicate YES/NO If the session needs 2 teachers	WEEKLY PROGRAMMING FOR STUDENT		
					DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. 7,5h week)
1	1	Introduction to sales and distribution management.	—	No	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	7,5
	2	Introduction to sales and distribution management.	—	No	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	
2	3	Strategic and operational marketing	—	No	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	7,5
	4	Strategic and operational marketing	—	No	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	
3	5	Strategic and operational marketing	—	No	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	7,5
	6	Strategic and operational marketing	—	No	Study, exercise resolution, case preparation, individual and group assignments.	1,5	
4	7	Design and management of the sales structure	—	No	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	7,5
	8	Distribution channels. Order management. Electronic Commerce	—	No	Study, exercise resolution, case preparation, individual and group assignments.	1,5	
5	9	Economic-Administrative Process	—	No	. Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	7,5
	10	Analysis and interpretation of accounting information. Main financial statements: Balance sheet, income statement.	—	No	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	
6	11	Analysis and interpretation of accounting information. Main financial statements: Balance sheet, income statement.	—	No	Study, exercise resolution, case preparation, individual and group assignments.	1,5	7,5
	12	Cost accounting. Activity-based costs (ABC)	—	No	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	

7	13	Financing and investment	-	No	Study, exercise resolution, case preparation, individual and group assignments.	1,5	7,5
	14	Companies start-up and entrepreneurial initiative	-	No	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	
15-16		Tutorials, homeworks, etc					6
17-18		Evaluation				3	6
<b>TOTAL</b>							<b>88,5</b>

(\*\*) 105 horas de trabajo del alumno como máximo en 14 semanas, suponiendo 30 horas por crédito ECTS.

SE- SSION	WEEK			DESCRIPTION		STUDENT HOURS
1		Case study discussion	1.3.A.14	Case study discussion		1,5
<b>TOTAL</b>						<b>1,5</b>