



COURSE: INTRODUCTION TO BUSINESS MANAGEMENT

WEEKLY PLANNING

WEEK	SESSION	DESCRIPTION	GROUPS (mark X)		SPECIAL ROOM FOR SESSION (Computer class room, audio-visual class room)	Indicate YES/NO If the session needs 2 teachers	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINARS			DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. 7h week)
1	1	Course presentation.	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	4
1	2	Topic 1. General Concepts. Concept and nature of the firm.		X		NO	Study, exercise resolution, case preparation, individual and group assignments.	1,5	
2	3	Topic 1. The business functions.	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	4
2	4	Practical application. Topic 1		X		NO	Study, exercise resolution, case preparation, individual and group assignments.	1,5	
3	5	Topic 2. The company: types and objectives. The company and the entrepreneur. Objectives and strategies	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	5

3	6	Practical application. Topic 2		X		NO	Study, exercise resolution, case preparation, individual and group assignments.	1,5	
4	7	Topic 2. The business environment.	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	5
4	8	Practical application. Topic 2		X		NO	Study, exercise resolution, case preparation, individual and group assignments.	1,5	
5	9	Topic 3. The financial function. The investment decision.	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	5
5	10	Practical application Topic 3.		X		NO	Study, exercise resolution, case preparation, individual and group assignments.	1,5	
6	11	Topic 3. The financial function. The financing decision	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	5
6	12	Practical application Topic 3.		X		NO	Study, exercise resolution, case preparation, individual and group assignments.	1,5	
7	13	Topic 4. The production function.	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	5
7	14	Practical application Topic 3.		X		NO	Study, exercise resolution, case preparation, individual and group assignments.	1,5	
8	15	Topic 4. The production function.	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	5
8	16	Control 1. Follow-up business plan.		X			Control and Preparation of business plan and resolution of doubts.	1,5	
9	17	Topic 4. The production function.	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	5
9	18	Practical Application Topic 4.		X		NO	Study, exercise resolution, case preparation, individual and group assignments.	1,5	

10	19	Topic 5. Commercial management and marketing. Fundamentals of Marketing	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	5
10	20	Practical Application Topic 4.		X		NO	Study, exercise resolution, case preparation, individual and group assignments.	1,5	
11	21	Topic 5. Commercial management and marketing.	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	5
11	22	Practical application Topic 5.		X		NO	Study, exercise resolution, case preparation, individual and group assignments.	1,5	
12	23	Topic 6. The management of the company.	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	5
12	24	Control 2. Follow-up business plan.		X		NO	Control and Preparation of business plan and resolution of doubts.	1,5	
13	25	Topic 7. Business creation and innovation: technology-based companies	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	5
13	26	Practical application. Topic 6		X		NO	Study, exercise resolution, case preparation, individual and group assignments.	1,5	
14	27	Practical application. Topic 7	X			NO	Active class participation. Study of assigned material. Resolution of assigned exercises.	1,5	5
14	28	Presentation business plan		X		NO	Study, exercise resolution, case preparation, individual and group assignments.	1,5	

Total 1 (Hours of class plus student homework hours between weeks 1-14)

42

68

120

15		Tutorials, handing in, etc							15
16		Assessment							22
17								3	

18									
----	--	--	--	--	--	--	--	--	--

Subtotal 2	3	22
-------------------	----------	-----------

Total 2 (<i>Hours of class plus student homework hours between weeks 15-18</i>)	50	
--	----	--

TOTAL (<i>Total 1 + Total 2</i>)	150	
---	------------	--