

NAME OF THE SUBJECT: INTRODUCTION TO BUSINESS ADMINISTRATION		
DEGREES: BUSINESS ADMINISTRATION; BUSINESS AND TECHNOLOGY; FINANCE AND ACCOUNTING; EMPLOYMENT AND LABOR RELATIONS; TOURISM; DUAL BACHELOR IN INTERNATIONAL STUDIES AND BUSINESS ADMINISTRATION	YEAR: 1	SEMESTER: 1

WEEKLY PLANNING

WEEK	SESSION	DESCRIPTION OF CONTENTS	GROUP		Indicate special room needs	STUDENT WORK DURING THE WEEK		
			BIG	SMALL		DESCRIPTION	HOURS OF CLASS	HOURS OF WORK Max. 7 H
1	1	The current business environment	X			Study the contents of the session	1,5	2
1	2	Corporate social responsibility (theory sesión)		X		Study the contents of the session	1,5	
2	3	General strategy	X			Study the contents of the session	1,5	4
2	4	Current business environment and corporate social responsibility		X		Prepare the practical session	1,5	
3	5	Marketing strategy	X			Study the contents of the session	1,5	7
3	6	General strategy: discussion of questions		X		Prepare the practical session	1,5	
4	7	Production strategy	X			Prepare exam No. 1	1,5	7
4	8	Exam No. 1 (Topics 1-5: Introduction and Strategy)		X		Prepare exam No. 1	1,5	
5	9	Financial analysis	X			Study the contents of the session	1,5	3
5	10	Problems on financial analysis		X		Prepare the practical session	1,5	
6	11	Investment decisions	X			Study the contents of the session	1,5	5
6	12	Problems on financial analysis		X		Prepare the practical session	1,5	
7	13	Firm financing	X			Study the contents of the session	1,5	5
7	14	Problems on investment decisions		X		Prepare the practical session	1,5	
8	15	Organizational structure	X			Study the contents of the session	1,5	3
8	16	Organizational structure: discussion of questions and readings		X		Prepare the practical session	1,5	
9	17	Human resource management	X			Prepare exam No. 2	1,5	7
9	18	Exam No. 2 (Finance: topics 6-8)		X		Prepare exam No. 2	1,5	
10	19	Production decisions	X			Study the contents of the session	1,5	7
10	20	Human resource management: discussion of questions and readings		X		Prepare the practical session	1,5	
11	21	Production control	X			Study the contents of the session	1,5	5
11	22	Production decisions: discussion of questions and readings		X		Prepare the practical session	1,5	
12	23	Product and price	X			Study the contents of the session	1,5	7
12	24	Production control: discussion of questions and readings		X		Prepare the practical session	1,5	
13	25	Product distribution and promotion	X			Study the contents of the session	1,5	3
13	26	Product and price: discussion of questions and readings		X		Prepare the practical session	1,5	
14	27	Review	X			Review all the topics of the course	1,5	3
14	28	Product distribution and promotion: discussion of questions and readings		X		Prepare the practical session	1,5	
SUBTOTAL							42	+ 68 = 110
15		Tutorials						6
16-18		Preparation for final exam and final exam					3	31
TOTAL							150	