

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				Aula Global	1,5	6,5
	2	Practice information				Aula Global	1,5	
2	3	Information company Concept				Reading indicated by the teacher	1,5	6,5
	4	Proyect Tutoring				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	Company Fundamentals				Reading indicated by the teacher	1,5	6,5
	8	Project Tutoring				Follow guidelines indicated by the professor	1,5	
5	9	Legal regulations				Reading indicated by the teacher	1,5	6,5
	10	Project Tutoring				Follow guidelines indicated by the professor	1,5	
6	11	Legal regulations				Reading indicated by the teacher	1,5	6,5
	12	Project Tutoring				Follow guidelines indicated by the professor	1,5	

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			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)
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	Audience Systems				Reading indicated by the teacher	1,5	6,5
	16	Project Tutoring				Follow guidelines indicated by the professor	1,5	
9	17	The informative market. The Offer				Reading indicated by the teacher	1,5	6,5
	18	Practice 1. Presentation				Follow guidelines indicated by the professor	1,5	
10	19	The informative market. The Offer				Reading indicated by the teacher	1,5	6,5
	20	Practice 2. Presentation				Follow guidelines indicated by the professor	1,5	
11	21	Business Model				Reading indicated by the teacher	1,5	6,5
	22	Practice 3. Presentation				Follow guidelines indicated by the professor	1,5	
12	23	Business Model				Reading indicated by the teacher	1,5	6,5
	24	Practice 4. Presentation				Follow guidelines indicated by the professor	1,5	
13	25	Financing Systems				Reading indicated by the teacher	1,5	6,5
	26	Presentation of the Strategic Planning project				Follow guidelines indicated by the professor	1,5	
14	27	Trends				Reading indicated by the teacher	1,5	6,5
	28	Presentation of the Strategic Planning project				Follow guidelines indicated by the professor	1,5	
Subtotal 1							42	91
Total 1 (Hours of class plus student homework)							133	
15		Tutorials, handing in, etc					3,6	-

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			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)
16	Assessment						3	10
17								
18								
Subtotal 2							6,6	10
Total 2 (Hours of class plus student homework)							17	
TOTAL (<i>Maximun 150 horas</i>)							150	