



Universidad  
Carlos III de Madrid

<b>COURSE: BUSINESS STRATEGIES IN TODAY'S WORLD</b>		
<b>DEGREE: BACHELOR IN JOURNALISM</b>	<b>COURSE: 4</b>	<b>SEMESTER: 1</b>

<b>COURSE SCHEDULE</b>						
<b>WEEK</b>	<b>SESSION</b>	<b>SESSION CONTENT</b>	Indicar espacio necesario distinto aula (aula inform, audiovisual etc..)	<b>WEEKLY STUDENT WORK</b>		
				<b>DESCRIPTION</b>	<b>Teching hours</b>	<b>WORK HOURS PER WEEK (max.7h)</b>
1	1	Introduction to the course Beginning Lesson 1		Personal study of recommended materials for lesson 1	1,5	4
1	2	Lesson 1		Personal study of recommended materials for lesson 1	1,5	
2	3	Lesson 1		Personal study of recommended materials for lesson 2	1,5	5
2	4	Lesson 2		Personal study of recommended materials for lesson 2	1,5	
3	5	Lesson 2		Personal study of recommended materials for lesson 2	1,5	
3	6	Lesson 2		Preparation of lesson 2 case study	1,5	5
4	7	Lesson 2 case analysis and discussion		Personal study of recommended materials for lesson 3	1,5	
4	8	Lesson 3		Personal study of recommended materials for lesson 3	1,5	5
5	9	Lesson 3		Personal study of recommended materials for lesson 3	1,5	

5	10	Lesson 3		Preparation of lesson 3 case study	1,5	5
6	11	Lesson 3 case analysis and discussion		Personal study of recommended materials for lesson 4	1,5	5
6	12	Lesson 4		Personal study of recommended materials for lesson 4	1,5	
7	13	Lesson 4		Personal study of recommended materials for lesson 5	1,5	5
7	14	Lesson 5		Preparation of lesson 4 and 5 case study	1,5	
8	15	Lesson 4 and 5 case analysis and discussion		Personal study of recommended materials for lesson 6	1,5	5
8	16	Lesson 6		Personal study of recommended materials for lesson 6	1,5	
9	17	Lesson 6		Personal study of recommended materials for lesson 7	1,5	5
9	18	Lesson 7		Preparation of lesson 6 and 7 case study	1,5	5
10	19	Lesson 6 and 7 case analysis and discussion		Personal study of recommended materials for lesson 8	1,5	
10	20	Lesson 8		Personal study of recommended materials for lesson 8	1,5	4
11	21	Lesson 8		Preparation of lesson8 case study	1,5	
11	22	Lesson 8 case analysis and discussion		Personal study of recommended materials for lesson 9	1,5	5
12	23	Lesson 9		Personal study of recommended materials for lesson 9	1,5	
12	24	Lesson 9		Preparation of lesson 9 case study	1,5	5
13	25	Lesson 9 case analysis and discussion		Personal study of recommended materials for lesson 10	1,5	
13	26	Lesson 10		Personal study of recommended materials for lesson 10	1,5	5
14	27	Lesson 10		Preparation of lesson 10 case study	1,5	
14	28	Lesson 10 case analysis and discussion		Final exam preparation and personal study	1,5	
<b>SUBTOTAL</b>					<b>42 + 68 =110</b>	
15		Tutored hours, submission of assignments, etc			12	
16-18		Study of materials for the exam Final exam			3	25
<b>TOTAL</b>					<b>150</b>	