

COURSE: Introduction to Business Management		
DEGREE:	YEAR: 2	TERM: 2

WEEKLY PLANNING								
WEEK	SESSION	DESCRIPTION	TEACHING (mark X)		SPECIAL ROOM FOR SESSION (Computer class room, audio-visual class room)	WEEKLY PROGRAMMING FOR STUDENT		
			L E C T U R E S	S E M I N A R S		DESCRIPTION	CLASS HOURS (1,66=50+50 min)	HOMEWORK HOURS (Max. Estim. 6,5h)
1	1	Course presentation. Topic 1. The firm. (1.1, 1.2, 1.5)		x		Explanation of contents and evaluation. Active class. Participation.	1,66	3,0
	2	Topic 1. The firm. (1.3,1.4)	x			Active class. Participation. Study of assigned material.	1,66	
2	3	Practical application 1. Topic 1		x		Active class. Participation. Study of assigned material.	1,66	6,0
	4	Topic 2.Value creation (2.1,2.2)	x			Study, exercise resolution, case preparation, individual and group assignments	1,66	
3	5	Practical application 2. Topic 2		x		Active class. Participation. Study of assigned material.	1,66	6,0
	6	Topic 2. Value creation (2.3,2.4,2.5)	x			Study, exercise resolution, case preparation, individual and group assignments	1,66	
4	7	Practical application 3. Topic 2		x		Active class. Participation. Study of assigned material.	1,66	6,0

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			LECTURES	SEMINARS		DESCRIPTION	CLASS HOURS (1,66=50+50 min)	HOMEWORK HOURS (Max. Estim. 6,5h)
4	8	Topic 3. Firm's economic-financial analysis (3.1, 3.2, 3.3)	x			Study, exercise resolution, case preparation, individual and group assignments	1,66	6,0
5	9	Practical application 4. Topic 3		x		Active class. Participation. Study of assigned material.	1,66	6,0
	10	Topic 3. Firm's economic-financial analysis (3.4,3.5)	x			Study, exercise resolution, case preparation, individual and group assignments	1,66	
6	11	Practical application 5. Topic 3		x		Active class. Participation. Study of assigned material.	1,66	6,0
	12	Extra activity. Topics 1-3	x			Study, exercise resolution, case preparation.	1,66	
7	13	Contol 1. Topics 1-3 Follow up business plan		x		Active class. Participation. Study of assigned material.	1,66	6,0
	14	Topic 4. Investment and financing	x			Study, exercise resolution, case preparation, individual and group assignments	1,66	
8	15	Practical application 6. Topic 4		x		Active class. Participation. Study of assigned material.	1,66	6,0
	16	Topic 5. Marketing and sales management (5.1, 5.2, 5.3)	x			Study, exercise resolution, case preparation, individual and group assignments	1,66	
9	17	Practical application 7. Topic 5		x		Active class. Participation. Study of assigned material.	1,66	6,0
	18	Topic 5. Marketing and sales management (5.4,5.5)	x			Study, exercise resolution, case preparation, individual and group assignments	1,66	
10	19	Practical application 8. Topic 5		x		Active class. Participation. Study of assigned material.	1,66	6,0
	20	Topic 6. People and team management	x			Study, exercise resolution, case preparation, individual and group assignments	1,66	

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11	21	Practical application 9. Topic 6		x		Active class. Participation. Study of assigned material.	1,66	6,0
	22	Extra activity. Topics 4-6	x			Study, exercise resolution, case preparation.	1,66	
12	23	Control 2. Topics 4-6 Follow up business plan		x		Active class. Participation. Study of assigned material.	1,66	6,0
	24	Topic 7. Innovation and business growth (7.1,7.2,7.3)	x			Study, exercise resolution, case preparation, individual and group assignments	1,66	
13	25	Practical application 10. Topic 7		x		Active class. Participation. Study of assigned material.	1,66	6,0
	26	Topic 7. Innovation and business growth (7.4,7.5)	x			Study, exercise resolution, case preparation, individual and group assignments	1,66	
14	27	(laboratory) Presentation business plan		x		Presentations	1,66	6,0
	28	(laboratory) Presentation business plan	x			Presentations	1,66	
	29	(laboratory) Follow up Topics 1-7		x		Active class. Participation. Study of assigned material.	1,66	3,00
Subtotal 1							48	84
Total 1 (Hours of class plus student homework)							132	
15		Tutorials, handing in, etc					3,6	-
16	Assessment						4	10
17								
18								
Subtotal 2							8	10
Total 2 (Hours of class plus student homework)							18	

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			L E C T U R E S	S E M I N A R S		DESCRIPTION	CLASS HOURS (1,66=50+50 min)	HOMEWORK HOURS (Max. Estim. 6,5h)
TOTAL (<i>Maximun 160 horas</i>)						150		