



COURSE: Introduction to Business Administration		
DEGREE: Dual Degree in Law - Economics	YEAR: 1º	TERM: 1º

WEEKLY PLANNING								
WEEK	SESSION	DESCRIPTION	GROUPS (mark X)		Special room for session (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINARS		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. 7h week)
1	1	TOPIC 1. General concepts	X			Active attendance to class Read the content of the session	1,5	5
1	2	Practice 1. Analysis of the business environment		X		Preparation of practice Active attendance to class	1,5	
2	3	TOPIC 2. Production	X			Active attendance to class Read the content of the session	1,5	5
2	4	Practice 2. Types of productive systems		X		Prepare the first control Preparation of practice	1,5	
3	5	TOPIC 2.2. Control of the productive system	X			Active attendance to class Read the content of the session	1,5	5
3	6	Practice 3. Break-even point and operating leverage exercises		X		Preparation of practice Active attendance to class	1,5	
4	7	Control 1 (topics 1 & 2)	X			Active attendance to class	1,5	6

		TOPIC 3. The financial function				Read the content of the session		
4	8	Practice 4. Financial exercises		X		Preparation of practice Active attendance to class	1,5	
5	9	TOPIC 3.2. The decision of investment	X			Active attendance to class Read the content of the session	1,5	
5	10	Practice 5. Investment exercises		X		Preparation of practice Active attendance to class	1,5	6
6	11	TOPIC 4. The marketing activity	X			Active attendance to class Read the content of the session	1,5	
6	12	Practice 6. Strategic Marketing		X		Preparation of practice Active attendance to class	1,5	6
7	13	TOPIC 6.2. Marketing-Mix	X			Active attendance to class Read the content of the session	1,5	
7	14	Control 2 (topics 3 & 4) Practice 7. Operative Marketing		X		Preparation of practice Active attendance to class	1,5	6
Subtotal 1							21	39
Total 1 (Hours of class plus student homework hours between weeks 1-7)							60	

8		Tutorials, handing in, etc						
9		Assessment						
10							3	12
11								
Subtotal 2							3	12
Total 2 (Hours of class plus student homework hours between weeks 8-11)							15	

TOTAL (Total 1 + Total 2)							75	
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