# NAME OF THE SUBJECT: Introduction to Business Administration

## Degrees: Business Administration; Business and Technology; and Finance and Accounting

| WEEK | SESSION | DESCRIPTION OF CONTENTS | GROUP | Indicate special room needs | STUDENT WORK DURING THE WEEK | HOURS OF CLASS | HOURS OF WORK
|------|---------|-------------------------|-------|-----------------------------|-------------------------------|----------------|----------------|
| 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            | 4
| 2    | 3       | General strategy         | X     |                              | Study the contents of the session | 1.5            | 7
| 2    | 4       | Current business environment and corporate social responsibility | X     |                              | Prepare the practical session | 1.5            | 7
| 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            | 7
| 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            | 7
| 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            | 7
| 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            | 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            | 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            | 7
| 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            | 7
| 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            | 7
| 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            | 7
| 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            | 7
| 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            | 3
| 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            | 3

**SUBTOTAL** 42 + 68 = 110

| 15 | Tutorials | 6 |
| 16-18 | Preparation for final exam and final exam | 3 | 31 |

**TOTAL 150**