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| COURSE: INTRODUCTION TO BUSINESS | | |
| DEGREE: | YEAR: | TERM: |

| 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 | x | | | Introduction. Contents and evaluation | 1.66 | 3.0 |
| | 2 | Topic 1. The Firm: Types and objectives. 1.1. Concept and nature of the firm. The entrepreneur and the firm. 1.2. Business processes and business functions | | x | | Active class. Participation. Study of assigned material. | 1.66 | |
| 2 | 3 | Topic 1. The Firm: Types and objectives. 1.3. The role of engineering and engineers in Business Administration 1.4. Type of companies and legal forms | x | | | Active class. Participation. Study of assigned material. | 1.66 | 5.0 |
| | 4 | Practical application. Topic 1 | | x | | Study, exercise resolution, case preparation, individual and group assignments | 1.66 | |

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| 3 | 5 | Topic 2. Value creation: environment and competitive advantage. 2.1. Value creation and firm's goals 2.2. The business environment and competence | x | | | Active class. Participation. Study of assigned material. | 1.66 | 6.0 |
| | 6 | Practical application. Topic 2 | | x | | Study, exercise resolution, case preparation, individual and group assignments | 1.66 | |
| 4 | 7 | Topic 2. Value creation: environment and competitive advantage. 2.3. Firm's internal analysis and value chain 2.4. Competitive strategy and business models | x | | | Active class. Participation. Study of assigned material. | 1.66 | 6.0 |
| | 8 | Practical application. Topic 2 | | x | | Study, exercise resolution, case preparation, individual and group assignments | 1.66 | |
| 5 | 9 | Topic 3. Financial management. 3.1. Accounting and Firms' economic and financial structure | x | | | Active class. Participation. Study of assigned material. | 1.66 | 6.0 |
| | 10 | Practical application Topic 3. | | x | | Study, exercise resolution, case preparation, individual and group assignments | 1.66 | |
| 6 | 11 | Topic 3. Financial management. 3.2. Ratios and financial leverage analysis | x | | | Active class. Participation. Study of assigned material. | 1.66 | 6.0 |
| | 12 | Practical applications Topic 3. | | x | | Study, exercise resolution, case preparation, individual and group assignments | 1.66 | |
| 7 | 13 | Topic 3. Financial management. 3.3. Investment analysis: NPV and IRR | x | | | Active class. Participation. Study of assigned material. | 1.66 | 6.0 |
| | 14 | Practical applications Topic 3. | | x | | Study, exercise resolution, case preparation, individual and group assignments | 1.66 | |

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| 8 | 15 | Topic 4.The production function . 4.1. Production systems. 4.2. Costs control and operating leverage | x | | | Active class. Participation. Study of assigned material. | 1.66 | 6.0 |
| | 16 | Control 1. Follow-up business plan | | x | | Study, exercise resolution, case preparation, individual and group assignments | 1.66 | |
| 9 | 17 | Topic 4. The production function.4.3. Tools for Project management | x | | | Active class. Participation. Study of assigned material. | 1.66 | 6.0 |
| | 18 | Practical application Topic 4. | | x | | Study, exercise resolution, case preparation, individual and group assignments | 1.66 | |
| 10 | 19 | Topic. 5. Marketing and sales management 5.1. The marketing Plan | x | | | Active class. Participation. Study of assigned material. | 1.66 | 6.0 |
| | 20 | Practical application Topic 5. | | x | | Study, exercise resolution, case preparation, individual and group assignments | 1.66 | |
| 11 | 21 | Topic 5. 5.2. Segmentation and positioning 5.3. The marketing mix variables | x | | | Active class. Participation. Study of assigned material. | 1.66 | 6.0 |
| | 22 | Practical application Topic 5. | | x | | Study, exercise resolution, case preparation, individual and group assignments | 1.66 | |
| 12 | 23 | Topic 6. The management function. 6.1. The role of management 6.2. Human resource management 6.3. Team management | x | | | Active class. Participation. Study of assigned material. | 1.66 | 6.0 |
| | 24 | Control 2. Follow up business plan | | x | | Study, exercise resolution, case preparation, individual and group assignments | 1.66 | |

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| 13 | 25 | Topic 7. Entrepreneurship and innovation: Technology-based companies 7.1. Concept and types of innovation | x | | | Active class. Participation. Study of assigned material. | 1.66 | 6.0 |
| | 26 | Practical application Topic 6 | | x | | Study, exercise resolution, case preparation, individual and group assignments | 1.66 | |
| 14 | 27 | Topic 7. 7.2. Innovation Management. Strategies for the protection and exploitation of technology 7.3. Technological entrepreneurship. Technology-based companies | x | | | Active class. Participation. Study of assigned material. | 1.66 | 5.0 |
| | 28 | Presentation business plan | | x | | Presentations | 1.66 | |
| | 29 | Presentation business plan | | x | | Presentations | 1.66 | 3.00 |
| Subtotal 1 | | | | | | | 48 | 82 |
| Total 1 (Hours of class plus student homework) | | | | | | | 130 | |
| 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 | |
| TOTAL (Maximun 160 horas) | | | | | | | 148 | |