

UNIVERSIDAD DE GUADALAJARA



CENTRO UNIVERSITARIO DE CIENCIAS ECONÓMICO ADMINISTRATIVAS

MASTER OF BUSINESS ADMINISTRATION

1.- NAME OF THE SUBJECT	Behavior and organizational culture						
2.- KEY OF MATTER	D0841						
3.- PREREQUISITES	None						
4.- SERIALIZATION	None						
5.- TRAINING AREA	Particular compulsory						
6.- DEPARTMENT	Administration						
7.- ACADEMY	Sociology of Organizations						
8.- TYPE OF COURSE	Classroom						
9.- TYPE OF SUBJECT	Course						
10.- WORKLOAD	<table border="1"><thead><tr><th>HBCA</th><th>HAI</th><th>TOTAL</th></tr></thead><tbody><tr><td>38</td><td>10</td><td>48 Hrs.</td></tr></tbody></table>	HBCA	HAI	TOTAL	38	10	48 Hrs.
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38	10	48 Hrs.					
11.- CREDITS	6						
12.- EDUCATION LEVEL	Graduate / Masters						

13.- PRESENTATION

Knowledge, analysis and design of efficient organizational systems, supported on human development.

14.- TRAINING STUDENT PROFILE

The use of the course will provide the student design systems and organizational cultures, or influence its redesign in order to promote the comprehensive quality, competitiveness and the establishment of permanent improvements in organizations that facilitate intelligent and informed participation of people.

15.- PROGRAM OBJECTIVES

Objective:

Develop management skills aimed at improving the competitiveness of new or existing organizations of any sector and size.

Specific objectives:

Analyze concepts and theoretical models related to organizational behavior, so that the participant understands the importance and relationship of systems and the behavior of people in organizations.

Strengthen learned through exercises, case studies and group discussions, from perceived and real, on the development of processes and organizational systems examples.

To collect real information from organizations, fostering competitive systems with practical applications, according to the culture of social organizations.

16.- THEMATIC CONTENT

	<i>Date</i>	<i>Theme</i>
1		Introduction to the course: objectives, requirements, tasks, methodology, team work.
	I	<i>The organizational system</i>
2		"The Systems Approach".
3		"Models of Organizational Behavior".
4		"The Total Quality System".
5		"Quality Organization". Organizational structure.
	II	<i>Individual and group behavior</i>
6		"The Human Factor".
7		"Motivation".
8		"Communications Management".
9		"Leadership".
10		"Groups and teams."
11		"Empowerment and Participation".
	III	<i>Organizational dynamics</i>

12		"Organizational Culture".
13		"Change Management and Organizational Development".

17.- REFERENCES

COMPULSORY LITERATURE:

Administración integral para la calidad.
Sandoval López Pablo.
INACS. Tercera edición, 2012.

Comportamiento humano en el trabajo.
Newstrom, John W.
Mc. Graw Hill, Décimo-tercera edición, 2011.

Comportamiento organizacional.
John M. Ivancevich, Robert Konopaske, Michael T. Matteson
Mc Graw Hill, Séptima edición, 2009.

BIBLIOGRAPHY REFERENCE:

Administración y Control de la Calidad.
Evans, James R., Lindsay William M.
Thomson. Sexta edición, 2005.

Comportamiento Organizacional.
Stephen P. Robbins
Pearson, Prentice Hall, Décima edición, 2004.

18.- PROFESSIONAL APPLICATION

With interventions through final works to diagnose the current situation of an organization and recommend improvement actions.

19.- PROFESSORS TEACHING MATTER

Mtro. Pablo Sandoval López

20.- TEACHER PROFILE

MBA, work experience related to the topics studied in the art (see curricular background) areas.

21.- TEACHING LEARNING PROCESS

- Quick Tests selected sessions, midterm exam and final exam. questions; control reading and reasoning.
- Exhibitions summary of research and analysis, according to the literature and critical selection of contents.
- Development of final work.
- Dynamics and group exercises.

22.- EXTRACURRICULAR ACTIVITIES

Interventions in companies and review of cases; relationship of theory with practice.

23.- FORMULATION, APPROVAL AND VALIDATION

24.- EVALUATION OF LEARNING

Quizzes 15%
Middle and final exam 25%
Final work 25%
Tasks and exhibitions 25%
Participation 10%

Total 100%

25.- CURRICULAR EVALUATION

26.- CURRICULUM MAP

27.- PARTICIPANTS AND DATE OF PROCESSING PROGRAM

M. en A. Pablo Sandoval López, 2015