



UNIVERSIDAD DE GUADALAJARA
CENTRO UNIVERSITARIO DE
CIENCIAS ECONÓMICO ADMINISTRATIVAS
MASTER BUSINESS ADMINISTRATION

COURSE PROGRAM

1. - SUBJECT	Economic Environment						
2. - SUBJECT CODE	D0846						
3. - PREREQUISITES	Have completed mandatory subjects						
4.-SERIATION							
5. - TRAINING AREA	Particular Mandatory Basic						
6.- DEPARTAMENT	Administration						
7. - ACADEMY	Strategic Management						
8. - TYPE OF COURSE	Classroom						
9.- TYPE OF SUBJECT	Course Workshop						
10.- SCHEDULE	<table border="1"><thead><tr><th>THEORY</th><th>PRACTICE</th><th>TOTAL</th></tr></thead><tbody><tr><td>48</td><td>22</td><td>70</td></tr></tbody></table>	THEORY	PRACTICE	TOTAL	48	22	70
THEORY	PRACTICE	TOTAL					
48	22	70					
11.-CREDITS	7						
12.- EDUCATION LEVEL	Master Degree						

13.- PRESENTACIÓN

The student will have a long-term perspective and be sensitized to the increasing strategic thinking capacity planning and change management in organizations that affects a better business development.

14.- PERFIL FORMATIVO DEL ESTUDIANTE

This program prepares students for the formulation of strategies in organizations and especially in the field of socially responsible business in harmony with the environment.

15.- OBJETIVOS DEL PROGRAMA

- Recognize the major trends of change that impact the performance of organizations and their relationship with the environment to locate the strategic process in the changing environment
- Know the differences between traditional planning and strategic planning.
- Encourage strategic thinking to increase capacity planning and change management
- Identify, assess and manage the impact of changes in internal and external through strategic diagnosis, improve productivity and ensure competitiveness elements of business organizations
- Encourage the use of strategies in decision-making
- Highlight and promote the importance of human quality in the process of strategic change.
- Understand and manage the approaches and elements of continuous improvement processes and competitiveness in business and non-business organizations and their relationship with business strategies
- Assess leadership and negotiation skills required to make the process of business strategy operational.
- Generate participatory spaces through the presentation of a Strategic Plan on company selected as final work

16.- CONTENIDO TEMÁTICO

UNIT I. EXPLORING THE ENVIRONMENT. MEGA AND MACROTRENDS

1. The major trends of change in the long term. Industrial society to the knowledge society
2. The business environment. New realities, new needs
3. The future scenarios for Mexico
4. The environmental problems

UNIT II. STRATEGIC MANAGEMENT

5. Planning to strategic planning regulations
6. The strategic process
7. Strategic Thinking. The trilogy vision, mission, values
8. Long-term planning. Objectives and strategic goals
9. Design and implementation of long-term strategies
10. The tactical planning in the strategic process

UNIT III. DIAGNOSIS AND STRATEGIC COURSE OF ACTION

1. The strategic assessment to build the future
2. Diagnostic benchmarking
3. Analysis of the environment. Strengths and weaknesses of the organization
4. Analysis of the environment. Opportunities and threats for the organization
5. SWOT matrix and design strategies
6. Strategic planning, total quality and organizational reengineering
7. The learning organization. Integrated planning systems
8. Leadership and strategy. Organizational change and transformation
9. The environmental strategy

UNIT IV. THE NATURE OF THE COMPETITIVE ADVANTAGE

1. Importance of competitive advantage
2. distinctive skills, resources and capabilities
3. generic blocks formation of competitive advantage
4. Characteristics of the competitive advantage
5. The durability of competitive advantage
6. Strategic Alliances

UNIT V. TYPES OF BUSINESS STRATEGIES LEVEL

1. Classification
2. Strategies for companies in fragmented industries
3. Strategies for companies in growth industries and embryonic
4. Strategies for companies in mature industries
5. Strategies to manage rivalries
6. Strategies for companies in declining industries

UNIT VI. TRADING STRATEGIES

1. The conceptual framework
2. Introduction to the negotiations
3. Planning of trading
4. Verbal Behavior critical in negotiating
5. Diagnostics Negotiator
6. Factors contributing to successful negotiations
7. Negotiation and other cultures
8. Strategies and tactics of negotiation. Contingency plans

17.- REFERENCES

THOMPSON / PETERAF/GAMBLE/STRICKLAND. ADMINISTRACIÓN ESTRATÉGICA. EDICIÓN 18ª. MC GRAW HILL. USA, 2012.

OVEJERO BERNAL, ANASTASIO. TÉCNICAS DE NEGOCIACIÓN. COMO NEGOCIAR EFICAZ Y EXITOSAMENTE. MC GRAW HILL. MADRID ESPANA, 2004.

ACEVES RAMOS, VICTOR DANIEL. DIRECCIÓN ESTRATÉGICA. MC GRAW HILL. MÉXICO, 2004.

HILL AND JONES.....

KEES VAN DER HEIJDEN. ESCENARIOS "EL ARTE DE PREVENIR EL FUTURO". PANORAMA EDITORIAL, MÉXICO, 1999.

MILAN KUBR. LA CONSULTORIA DE EMPRESAS. OFICINA INTERNACIONAL DE TRABAJO GINEBRA. LIMUSA NORIEGA EDITORES. MÉXICO, 1998.

THOMPSON, A. & STAPPENBECK, G. THE BUSINESS STRATEGY GAME. A GLOBAL SIMULATION 6TH. EDITION. IRWIN MC. GRAW HILL.

18.- PROFESSIONAL APPLICATION

In all companies you can apply their knowledge in this area because it is convenient to keep in mind both the opportunities and threats as organizations have clear where it wants to go and how.

19.- PROFESSORS

Dr. Humberto Palos Delgadillo.
Dr. José Sánchez Gutiérrez
Dr. Gabriel Salvador Fragoso Jasso

20.- PROFESSOR PROFILE

Extensive knowledge and experience in strategic planning and business

21.- LEARNING PROCESS

1. During the course two methods work shall apply: expository and participatory. In the first exhibition to serve as a framework for group work, team and individual will be conducted; and second, group dynamics, work and interests of the students will be provided.
2. The case method and conducting field research applied to the design of business strategies and business organizations not to be used.
3. Human qualities, leadership and consistency with the attitudes and ethical values in the performance of the participants will be encouraged.

22.- EXTRACURRICULAR ACTIVITIES

Technical visits, attendance at conferences and congresses

23.- FORMULATION, APPROVAL AND VALIDATION

Professors and Academic Council.

24.- EVALUATION OF LEARNING

The part of qualification, consisting of control tests corresponding to the theoretical part conceptual reading, 10%

Solution of cases 20%

Exhibition informed and relevant issues and class participation 10%

Exhibitions and delivery of applied research 40%

Final exam 20%

The part of the self-assessment group will include evaluation of the quality of teamwork, the staff performance and evaluation of the results of the course.

25.- CURRICULUM EVALUATION

Professor, Academic Council, annual review

26.- CURRICULUM MAP

http://web.cucea.udg.mx/posgrados/tipo02.php?id=11&cont=plan_est

27.- PARTICIPANTS AND DATE ON THE DEVELOPMENT PROGRAM

Dr. Humberto Palos Delgadillo Julio de 2015