



UNIVERSIDAD DE GUADALAJARA

**CENTRO UNIVERSITARIO DE
CIENCIAS ECONÓMICO ADMINISTRATIVAS
MASTER OF BUSINESS ADMINISTRATION**

1.- NAME OF THE SUBJECT

Consulting processes

2.- KEY OF MATTER

D0864

3.- PREREQUISITES

None

4.- SERIALIZATION

None

5.- TRAINING AREA

6.- DEPARTMENT

ADMINISTRATION

7.- ACADEMY

APPLIED MANAGEMENT

8.- TYPE OF COURSE

Classroom

9.- TYPE OF SUBJECT

Course

10.- WORKLOAD

HBCA	HAI	TOTAL
48		48.

11.- CREDITS

6

12.- EDUCATION LEVEL

Graduate/Mastery

13.- PRESENTATION

14.- TRAINING STUDENT PROFILE

15.- PROGRAM OBJECTIVES

General purpose:

Students develop skills that will help best practice as consultants in the various current and future scenarios that may be involved.

Specific objectives:

Know and understand the basic process development consultancy, organization and human.

Present the benchmarks to demonstrate the proficiency of students, so that regardless of specialty or specialties you have, can provide consulting services to organizations in the public and private sector.

Students develop proactive features, in order to plan its objectives, streamline its activities and actively involved in systems consulting organizations.

Develop skills to enable participants to develop proposals for consulting in different areas of specialization.

16.- THEMATIC CONTENT

Module Subject / Content.

1. I. General Concepts Consulting.

- Consulting and Consultant.
- Advisory services.
- Domestic services.
- Limits consulting.
- Trends Consulting.
- Consultancy in Mexico.

2. II. Consulting and essence.

- Consulting and traditional collaborative consulting.
- The client's consultant.
- The personal commitment.
- The consulting and change.

- Consulting and training.
- Consulting and information.
- Consulting and research.
- Consulting and education.

3. III. Key features of the consultant.

- Features consultant.
- Ethical aspects of the consultant.
- Functions for the consultant.
- Professional Care Consultant.

4. IV. The consulting process.

a) Initiation (initial setup).

- First contact with client
- Preliminary diagnosis
- Planning the task
- Proposal tasks
- Contract.

b) Diagnosis.

- State the problem.
- Discover the facts.
- situational analysis and synthesis.
- Review detailed problem.

c) Planning of measures. (Action plan)

- Develop solutions.
- Evaluate options.
- Proposal to the client.
- Plan the implementation of measures

d) Application / Implementation.

- Contribute to the implementation.
- Proposed adjustments.
- Training.

e) Closing consulting.

- Evaluation.
- Final Report.
- Establish commitments.
- Follow-up plans
- Conclusion / Close.

5. V. Regulations in consulting.

- Meet Norma Consulting. CCON0147.03.
- Elements of the Standard.
- Performance criteria.
- Types of Evidence.
- General Guidelines.
- Certification Process Consultant.
- Other Standards.

17.- REFERENCES

BIBLIOGRAPHY:

1. "Consultoría de Procesos": su papel en el D.O. Autor. Edgar H. Schein. Editorial. Fondo Educativo Interamericano. S.A.
2. Norma Conocer de Consultoría. CCON0147.03. Competencia Laboral. México. 2002.
3. Material entregado en clase. Consaper Consultores S.C. autor. M en A. Pedro René Rodríguez Pavón.

COMPLEMENTARY BIBLIOGRAPHY:

1. "Gestión por competencia en consultoría" Cuesta, A. Ed. Ciencias sociales. La Habana. Cuba.
2. "La consultoría Organizacional-Gerencial y el consultor. González. L. Univ. de La Habana. Cuba. Ed. Feliz Varela. La Habana. Cuba.
3. Hersey, P. y Blanchard, K. H. The management of organizational behaviour. Englewood: Prentice Hall.
4. Senge, Peter: "La quinta disciplina". Granica / Vergara. Buenos Aires. 1990 Dilts, Robert: Visionary Leadership Skills. Meta Publications, Capitola, Cal. 1997.
5. Goleman, Daniel: La inteligencia emocional en la empresa. Vergara. Buenos Aires. 1999.
6. Blanchard, Ken and O'Connor, Michael: Administración por valores. Norma. Bogotá. 2005

18.- PROFESSIONAL APPLICATION

19.- PROFESSORS TEACHING MATTER

20.- TEACHER PROFILE

21.- TEACHING LEARNING PROCESS

22.- EXTRACURRICULAR ACTIVITIES

23.- FORMULATION, APPROVAL AND VALIDATION

24.- EVALUATION OF LEARNING

Exhibition and research students	30%
Class participation.	20%
Tasks, case analysis and quick questions.	20%
Final exam or final work	30%
	100%

25.- CURRICULAR EVALUATION

26.- CURRICULUM MAP

27.- PARTICIPANTS AND DATE OF PROCESSING PROGRAM

M en A. Pedro René Rodríguez Pavón