



UNIVERSIDAD DE GUADALAJARA

CENTRO UNIVERSITARIO DE CIENCIAS
ECONÓMICO ADMINISTRATIVAS

MBA

COURSE PROGRAM

BASE FORMAT

1. - SUBJECT	Evaluation of Investment Projects		
2. - SUBJECT CODE	D0856		
3. - PREREQUISITES	Having covered 12 previous program subjects		
4. - SERIATION	None		
5. - TRAINING AREA	Optional open		
6. - DEPARTMENT	Marketing and International Business		
7. - ACADEMY	International Business Development		
8.- TYPE OF COURSE	Classroom		
9.- TYPE OF SUBJECT	Course		
10. - SCHEDULE	THEORY	PRACTICE	TOTAL
	48	48	96
11.- CREDITS	5		
12.- EDUCATION LEVEL	Master Degree		

13. - PRESENTATION

During the course the student will have a long-term perspective in terms of resource allocation and economic profitability convenient for both the creation of new enterprises or improving existing alternatives related. That is, it will be sensitized to the strategic thinking, increasing the capacity planning and sound management of resources and for making business decisions

14. - EDUCATION STUDENT PROFILE

This course will train the student for finance technical application in the companies. It will permit improve the ability about handle ideas that become business with a sense of long-term profitability. All with ethics, commitment and respect to stakeholders under a sustainable framework.

15. - OBJECTIVES OF THE PROGRAMME

General objectives:

- Train participants in the specialized techniques for the preparation and financial evaluation of investment projects and the possibility of access to financing both the commercial banks and development and promotion institutions in Mexico, in order to apply profitability criteria that justify the investment.

Specific objectives:

- ❑ Learn the methodology exists in the preparation and evaluation of investment projects
- ❑ Understanding the nature of the evaluation function in the planning and allocation of resources
- ❑ Streamline decision making spending and investment to ensure financial suitability of the investment.
- ❑ Establish investment priorities to allocate resources only to projects that demonstrate its profitability. Demonstrate the convenience of access to financing and their different economic benefits as productive.

16. - THEMATIC CONTENT

I. UNIT STUDY AND DEVELOPMENT OF INVESTMENT PROJECTS

- Main concepts used
- Definition
- Previous steps to the submission of projects
- Scope of the study project
- The decision-making associated with a project

- Project evaluation
- Social Projects Evaluation

UNIT II. STUDIES THAT MAKE AN INVESTMENT PROJECT

21. Market study

2.1.1. Objects of the study

2.1.2. Economic structure of the market

2.1.3. Market Research

- The process of marketing research
- Design of survey

2.1.4. Prediction procedures

- Demand analysis
- Analysis of supply
- Analysis of prices
- Marketing Analysis

2.2. Technical study

2.2.1. Aim of the study

2.2.2. Basic study size and localization process

2.2.3. Complementary study

2.2.4. Cost analysis

2. 3. Administrative and legal study

2.3.1. Organizational structure

2.3.2. Objectives and elements

2.3.3. Aspects of Corporate Law

2.4. Environmental study

2.4.1. Origin and importance

2.4.2. Legal framework

2.4.3. Infrastructure and the environment

2.5. Economic Survey

2.5.1. Objects of the study

2.5.2. Investment Resources

2.5.3. Budgets

2.5.4. Analysis and financial projections

UNIT III. MATHEMATICAL ANALYSIS FOR EVALUATION OF PROJECTS

- Financial reasons
- Interest Rate
- The minimum rate of return acceptable performance TREMA
- Simple and Compound Interest
- Annuities
- Depreciation and amortization

UNIT IV. FINANCIAL EVALUATION OF INVESTMENT PROJECTS

- Concept
- Methods that don't consider the value of money over time
- 5Recovery Period
- Accounting rate of return
- Cost-benefit ratio (C / B)
- Profitability indicators
- Internal Rate of Return (IRR)
- Net Present Value (NPV)
- Project acceptance criteria
- Capital costs of external and internal sources
- Evaluation of project financing

UNIT V. CONSIDERATIONS IN THE IMPLEMENTATION OF PROJECTS

1. Analysis of risk and uncertainty
2. Sensitivity analysis

17. - BIBLIOGRAFY

- Sapag y reinaldo chain nassir. Preparación y evaluación de proyectos. Mc graw hill, 4ª.edición, 2000
- Nassir sapag chain. Evaluación de proyectos de inversión en la empresa. Prentice hall, 1ª. Edición, 2001.
- Formulación y evaluación de proyectos de inversión. Abraham hernández hernández/abraham hernández villalobos. ECAFSA (ediciones contables admvas. Y fiscales s.a.)2a. Edición, méxico, df. 1998
- Evaluación de proyectos de inversión alberto garcia mendoza Mc graw hill, 1998
- Evaluación social de proyectos ernesto r. Fontaine Ediciones universidad catolica de chile, 10 edición, 1994
- Proyectos de inversión en la práctica josé antonio morales castro/arturo morales c. Edit. Gasca sicco. México, 1a. Edición, 2003
- Proyectos de inversión. Formulación y evaluación Nassir sapag chaín Edit. Pearson prentice hall

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 how to exploit them economically.

19. - PROFESSOR

Dr. Humberto Palos Delgadillo
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20.- PROFESSOR PROFILE

Extensive knowledge and experience in the formulation, preparation and evaluation of investment projects and financial topics

21. - LEARNING PROCESS

During the course two methods work shall apply: The exhibition and participatory. In the first exhibition that serves as a framework for group work, team and individual, and the second one, the students will be provided of dynamics.

22. - EXTRACURRICULAR ACTIVITIES

Technical visits to financial institutions

23. - FORMULATION, APPROVAL AND VALIDATION

Lecturers, Academic Council.

24. - ASSESSMENT OF LEARNING

Overall participation 10%

Presentation of relevant topics 10%

Partial exam 30%

Project presentation 40%

Final exam 10%

Total: 100%

25. - CURRICULUM ASSESSMENT

Lecturers, Academic Council, annual review

26. - CURRICULUM MAP

27. - PARTICIPANTS AND DATE PROCESSING PROGRAM

Dr. Humberto Palos Delgadillo

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