



UNIVERSIDAD DE GUADALAJARA

**CENTRO UNIVERSITARIO DE CIENCIAS
ECONÓMICO ADMINISTRATIVAS**

MASTER BUSINESS ADMINISTRATION

1.- NAME OF THE SUBJECT

*TECHNOLOGICAL INNOVATION AND
RESEARCH*

2.- KEY OF SUBJECT

D0850

3.- PREREQUISITES

NONE

4.- SERIACIÓN

5.- TRAINING AREA

OPTIONAL OPEN

6.- DEPARTMENT

ADMINISTRATION

7.- ACADEMY

ADMINISTRATION APPLIED

8.- TYPE OF SUBJECT

CLASSROOM

9.- TYPE OF COURSE

COURSE

10.- WORKLOAD

HBCA	HAI	TOTAL
48	48	96 Hrs.

11.- CRÉDITS

6

12.- EDUCATION LEVEL

POSTGRADUATE / MASTERY

13.- PRESENTATION

14.- TRAINING STUDENT PROFILE

15.- OBJECTIVES OF THE PROGRAMME

16.- CONTENT AREA

- 1. Basic Concepts**
- 2. Integration of technology in business strategy**
- 3. Models of strategic development**
- 4. Technological Planning**
- 5. Technological Forecasts**
- 6. Introduction of technology**
- 7. Technological Innovation**
- 8. Administration of industrial property rights**
- 9. Assimilation of technology.**
- 10. Human resource management.**

17.- BIBLIOGRAPHY

18.- PROFESSIONAL APPLICATION

19.- PROFESSORS TEACHING THE SUBJECT

20.- TEACHER PROFILE

21.- LEARNING PROCESS

22.- EXTRACURRICULAR ACTIVITIES

23.- FORMULATION, APPROVAL AND VALIDATION

24.- EVALUATION OF LEARNING

	Quick review	20%
	Exposition	10%
	Group work	20%
	Mid-course examination	25%
25%	Final exam	
	TOTAL	100%

25. CURRICULUM EVALUATION

26.- CURRICULUM MAP

27.- PARTICIPANTS AND DATE OF PROCESSING PROGRAM



