



## UNIVERSIDAD DE GUADALAJARA

CENTRO UNIVERSITARIO DE CIENCIAS  
ECONÓMICO ADMINISTRATIVAS

**MBA**

COURSE PROGRAM

BASE FORMAT

1. - SUBJECT	Leadership		
2. - SUBJECT CODE	D0865		
3. - PREREQUISITES			
4. - SERIATION	None		
5. - TRAINING AREA	Optional Open		
6. - DEPARTMENT	Administration		
7. - ACADEMY	Administration		
8. - TYPE OF COURSE	Classroom		
9. - TYPE OF SUBJECT	Course		
10. - SCHEDULE	<b>THEORY</b>	<b>PRACTICE</b>	<b>TOTAL</b>
	48	48	96
11. - CREDITS	6		
12. - EDUCATION LEVEL	Master Degree		

## 13.- PRESENTATION

- The content of this field is based on a model that allows the participant to become an active agent of his own formation, through experimentation, practical exercises under real conditions and alleged and group discussion.
- The process of teaching - on the model of active adult education is based on the analysis of the experience of the participants and the instructor, which are enriched with reflection group it integrates new knowledge, skills and attitudes in people and promotes the application of learning.

## 14.- EDUCATION STUDENT PROFILE

- Entrepreneurial leader with ability to lead organizations, companies with communication skills, teamwork, leadership, conflict management, with broad domain of emotional intelligence and appearance.

## 15.- OBJECTIVES OF THE PROGRAMME

### General objectives:

- Participants develop skills that help best practices as leaders in the various current and future scenarios that may be involved.
- Develop specific skills that increase the chances of that participant to manage yourself effectively, as well as groups of people.
- Induce in people with proactive features participants in their activities, who can plan their objectives, optimize your time, synergy and achieve empathy with the activities of its employees and actively involved in quality systems of organizations.

## 16.- THEMATIC CONTENT

### 1.- Generalidades y Fundamentos sobre el Liderazgo.

- Conceptos Generales sobre el Liderazgo.
- Estilos de Liderazgo.
- Habilidades del líder
- Líder y Administrador.

### 2. Pillars of Leadership

- Authority
- Power
- Policy

### 3. The leader and his skills

- The leader and strategy.
- Decision-making ..
- Emotional intelligence and the leader
- Time management.
- The effective meetings.
- The agenda

#### 4. Pillars of management

- Communication.
- Team work.
- Problem solving.
- Motivation.
- Group.
- The delegation.
- Empowerment

#### 5. Conflict management.

- Personal conflicts.
- The group conflicts.
- The conflict in organizations.
- Conflict management.

#### 6. Leadership Styles

- Leadership and Democracy
- Leadership behind the power
- entrepreneurial and innovative Leadership

#### 7. Dialogue with a leader

### 17.- BIBLIOGRAFY

- "Guía de la grandeza. Nadie es mejor que tú". Robin S. Sharma. Ed. Grijalbo.  
"Liderazgo Basado en Principios". Franklin Covey. Ed. Paidós  
"Los 7 hábitos del agente altamente efectivo". Franklin Covey Ed. Paidós.
- Bennis, W. and Nanus, B. *Leaders: The Strategies for Taking Charge*. Harper & Row, New York 1985. Crosby Philip, *Liderazgo, El arte de convertirse en ejecutivo*, McGraw-Hill México, 1996
- Dubrin, Andrew J., *Serie Fácil: Liderazgo*, Prentice Hall Hispanoamericana, 1999. Eddi Nettle, 2000 "Director Vs. Líder" <http://www.infotrain.maguill.unisa.edu.au>  
Englewood: Prentice Hall.
- Etkin, Jorge, *Política, Gobierno y Gerencia de las Organizaciones, Acuerdos, Dualidades y Divergencias*, Prentice hall, México 2000.
- Goleman, Daniel: *La inteligencia emocional en la empresa*. Vergara. Buenos Aires.
- Hersey, P. y Blanchard, K.H. (1977). *The management of organizational behaviour*.
- Josey-Bass *Leadership Development / Desarrollo del liderazgo The connective edge: Leading in an interdependent world (English)* Lipman-Blumen, J. (1996) San Francisco.
- Kelley, R. E. "In Praise of Followers". in *Harvard Business Review Managers as Leaders*. Harvard Business School Publishing, Boston 1990.
- Kotter, J.P. "What Leaders Really Do" *Harvard Business Review Managers as Leaders*, Harvard Business School Publishing, Boston 1990.
- Madrigal Torres, Berta Ermila, *Liderazgo. Aprendizaje y Enseñanza*, McGraw-Hill, México, 2009
- Madrigal Torres, Berta Ermila, *Lideres y Liderazgo*, Editorial UdG, México, 2013
- Madrigal Torres, Berta Ermila, Segunda Edición *Habilidades Directivas*, McGraw-Hill, México, 2009
- Nelligan, Mauricio, *Liderazgo Auténtico*, EDAMEX, México, 1999.
- Pariente Fregoso José Luis, *Teoría de las organizaciones un enfoque de metáforas*, Universidad Autónoma de Tamaulipas, México 2000.

Robert: Visionary Leadership Skills. Meta Publications, Capitola, Cal. 1997  
Senge, Peter: "La quinta disciplina". Granica / Vergara. Buenos Aires. 1990 Dilts,

## **18.- PROFESSIONAL APPLICATION**

100 percent of the program content is professional application. On the principle that you first identify, meet, discover their student leadership skills to develop them and secondly to identify and meet each of the members of his team.

## **19.- PROFESSOR**

Dra. Berta Ermila Madrigal Torres  
Mtro. Gabriel Fregoso Jasso  
Mtro. Pedro Rene Rodriguez Pavon

## **20. - PROFESSOR PROFILE**

## **21. - LEARNING PROCESS**

Supported by the significant learning and learning supported by the problems. Where case studies and approaches to problems where the leader, administrator and manager is the one who solves the problem based on the principles and values of leadership are presented. The process of teaching - on the model of active adult education is based on the analysis of the experience of the participants and the instructor, which are enriched with reflection group it integrates new knowledge, skills and attitudes in people and promotes the application of learning.

## **22. - EXTRACURRICULAR ACTIVITIES**

Specialized readings about

**23. - FORMULATION, APPROVAL AND VALIDATION**

**24. - ASSESSMENT OF LEARNING**

Assistance, class participation, preparation of work and research, business project final.  
Interview a business, political or social leader, according to student interest.  
Consultation specialized pages.

**25. - CURRICULUM ASSESSMENT**

- Participation	20%
- Takes	30%
- Presentations	30%
- Exam	20%

TOTAL 100%

**26. - CURRICULUM MAP**

## **27.- PARTICIPANTS AND DATE PROCESSING PROGRAM**

Zapopan Jalisco, enero del 2013  
Dra. Berta Ermila Madrigal Torres  
Mtro. Gabriel Fregoso Jasso  
Mtro. Pedro Rene Rodríguez Pavon

2015