



"El saber de mis hijos  
hará mi grandeza"

**UNIVERSITY OF SONORA**  
**Central Region Unit**  
**School of Economic and Administrative Science**  
**Department of Economy**  
**Degree in Business and International Commerce**

**Identification Data.**

<b>Subject:</b> Administration	<b>Formative Pillar:</b> Basic
<b>Teaching-learning process:</b> Theoretical Subject	<b>Pre-requirement:</b> Theory of Organizations
<b>Hours per Subject:</b> 5 weeks (3 theoretical and 2 practical)	<b>Post-requirement:</b> Strategic Administration
<b>Nature of the Subject:</b> Mandatory	<b>Credit Value:</b> 8

**Introduction**

The subject of administration is found in the third semester in the Degree of Organizational Communication, and it is a part of the basic formational pillar, it provides knowledge that allows the student to obtain structured knowledge from the administrative discipline, besides being fundamental in the understanding of organization as a system; the overall improvement of the subjects is a demand for the content of Strategic Administration.

**General Objective**

The student will identify, describe and analyze the elements and characteristics of the administrative discipline, the administrator roles and responsibilities as well as those of the surrounding organizations; locate the organizations within a greater sub-system and will recognize the component sub-systems, will study the knowledge the administrative process in-depth as well as administrative labor

**Specific Objectives:**

- Identify and distinguish administrative terms and subjects
- Become familiar with and analyze the scientific fundamentals of the administrative activity and will utilize them as system
- Utilize administrative knowledge as a fundamental element in the formation elements used in decision making judgment
- Distinguish administrative needs within organizations
- Identify the intervention areas for the organizational speaker

## **Proficiency Units**

### **1. Definition of work organization and the management environment**

- 1.1 Definition of organization
- 1.2 Definition of manager
- 1.3 Definition of administration
- 1.4 Administrative labor
- 1.5 Administrative roles

### **2. Social, environmental responsibility and objectives**

- 2.1 External environment
- 2.2 Internal environment
- 2.3 Organizational culture
- 2.4 Corporate social responsibility
- 2.5 Ethics in organization
- 2.6 Organizational objectives
- 2.7 Restrictions

### **3.Planning**

- 3.1 Definition of planning
- 3.2 Planning purposes
- 3.3 Strategic planning
- 3.4 Contingency factors in planning
- 3.5 Strategic Planning Process
- 3.6 Competitive advantage
- 3.7 Environmental techniques of evaluation
- 3.8 Operational planning
- 3.9 Project administration

### **4 Technology and structure**

- 4.1 Concept of technology
- 4.2 Classification of technical systems
- 4.3 Effect of technology in an organization
- 4.4 Definition of structure and design in an organization
- 4.5 Applications of structural design
- 4.6 Differentiations of organizational activities

### **5 Human Resources**

- 5.1 The role of Human Resources in organizations
- 5.2 The analysis of positions
- 5.3 Human Resource Planning
- 5.4 The process of human resource administration

### **6 Management**

- 6.1 Administrative decision processes
- 6.2 Manager judgment in decision-making
- 6.3 Decision styles
- 6.4 Group decision-making
- 6.5 Propensity to risk and cognitive discordance

### **7 Control**

- 7.1 Definition of control
- 7.2 Control cycle
- 7.3 Control process
- 7.4 Types of control
- 7.5 Control system qualities

### **Teaching-Learning Strategies**

- Lecture analysis in regards to contents
- Group discussions
- Practical cases discussion and proposals
- Analytical summaries of lectures
- Research based in Internet data
- Preparation of written projects
- Presentation of themes in class
- Individual assignments by theme
- Group research work based on subjects emphasized on real case scenarios in companies
- Comprehensive practice of the administrative organization of a company

### **Modalities and requirements of evaluation and accreditation**

The average of 3 partial exams.....	
60%	
Class attendance .....	10%
Participation and assignments. ....	
10%	
Final project.....	
20%	
Total. ....	100
%	

### **Bibliography**

- Bateman, Thomas S., Snell Scott A., Administración, una ventaja competitiva, McGraw Hill.2001.
- Certo, C. Samuel, Administración Moderna, Interamericana, México.1984. Dossier Garay. Organización y administración, McGraw.1979.
- Hellriegel, Don, John W. Slocum, Administración, Soluciones empresariales 2001.
- Kast Fremont E., Rosenzweig James E. Administración en las Organizaciones, McGraw Hill 1999.
- Koontz, Harold, Wierich Heinz, Administración en una perspectiva global, McGraw Hill.1998.
- Reyes, Ponce, Agustín, Administración Moderna, Interamericana, México.1992.
- Stephen, P. Robbins, Mary Coulter, Administración, Prentice Hall.2000.

**Profile of the Professor responsible of teaching the subject**

**Academic Formation:**

Master's Degree in Administration or major related to administrative sciences

**Teaching Experience:**

Teaching experience in these subjects. Minimum two years

**Professional Experience:**

Professional experience in private, public or social sector companies within the administrative area, preferably at the managerial level.

**Academic and pedagogic formation:**

Facility in the performance of the teacher-learning process.

Facility in group and individual communication with students.

Ability to use technology and didactic techniques (computer, image projection, projectors, overhead slides, slides, videos, etc.)

Accredit the teaching formational process that the institution indicates

**Others:** English language proficiency (specifically the four basic skills).