



UNIVERSIDAD DE SONORA
Central Region Unit
School of Economic and Administrative Sciences
Economics Department
Bachelor's Degree in International Business and Trade

Identification Information

Name of the subject: Business Formulation and Evaluation	Formative Pillar: Specializing
Didactic unit: Course -workshop	
Class Hours: 4 per week (2 theory, 2 practice)	
Subject Type: Elective	Credits: 6

Introduction

The subject Business Formulation and Evaluation, as part of the specializing formative pillar, provides the knowledge to identify the different investment alternatives analyzing the market, technical and financial aspects to elaborate and evaluate the viability of a business investment project.

General Objective

Students will integrate and apply the knowledge, methodologies, tools and techniques acquired during the formation of their career, in the generation and application of investment projects in business, which is feasible to be implemented, innovative and propose other alternatives for business development.

Specific Objectives:

- Detect a need, raise the problem and generate a justification of the project for its realization and solution.
- Carry out a market study that will allow him to determine the logistics of the project.
- Develop a study where it will determine the productive or service capacity of the business to achieve the investment project.
- Research and determine the organizational structure and human resources needed to carry out the project.

- Carry out the financial or business evaluation of projects, so that they can discern whether or not to make certain investments and whether or not to grant certain financing.
- Carry out the economic and financial analysis for the implementation of investment projects, identifying the main interrelations between the study of the project, the strategic approach and the valuation of companies.
- Know and apply the methodology of investment projects in the formulation of studies at the feasibility level.

Specific Objectives:

- Detect a need, raise the problem and generate a justification of the project for its realization and solution.
- Carry out a market study that will allow him to determine the logistics of the project.
- Develop a study where it will determine the productive or service capacity of the business to achieve the investment project.
- Research and determine the organizational structure and human resources needed to carry out the project.
- Carry out the financial or business evaluation of projects, so that they can discern whether or not to make certain investments and whether or not to grant certain financing.
- Carry out the economic and financial analysis for the implementation of investment projects, identifying the main interrelations between the study of the project, the strategic approach and the valuation of companies. Know and apply the methodology of investment projects in the formulation of studies at the feasibility level.

Thematic Content:

- Investment Project Concepts
- Project Justification
- Market study
- Technical Study
- Organizational Study
- Economic and Financial Study
- Project Evaluation
- Project Management (Project Control and Monitoring)

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Teaching Strategies:

- Relate the contents of this subject to the contents of other subjects before and after the study plan.
- Conduct documentary and field research.
- Make group dynamics to obtain conclusions of the research carried out. During the first 2 weeks of the course students will organize work groups of 4 to 6 people for the written and oral presentation of the cases or exercises assigned to them. After the group is formed, it will remain unchanged until the end of the course.
- Oral presentations by teams or groups of students on a particular topic or case.
- Encourage the spirit of entrepreneurship, through teamwork in the use of the computer and the library, recognizing the quality of their work presented in the subject.
- Link the topics of the course with reality by solving practical business cases.
- Promote the culture of attending conferences, symposiums, congresses, business related events, both national and international

Course Crediting and Evaluation methods and requirements

Attendance. It is important for a complete achievement of the course since it will be given a percentage estimated by the teacher in each of the subjects of the course from 10 to 20%.

Class participation- This will be graded based on:

- The contributions made in class prioritizing the quality of what is exposed over the quantity.
- Positive attitude towards the course, colleagues, teachers and the institution.

- Presentation of the: summaries, reports, written works of the cases or assigned topics.
- Group oral presentations.

This grade can vary depending on the thematic content being covered in which a maximum of 30 points can be assigned.

Bibliography

- Baca Urbina, Gabriel. Formulación y Evaluación de Proyectos. Edit. McGraw Hill, 4ta. Edición 2004, México, D.F.
- Kasmier, Leonard. Estadística Aplicada Administración y Economía. Editorial Dias de Santos (última edición), México, D.F.
- Gido y Clements. Administración exitosa de Proyectos. Thomson Editores. Última Edición, México, D.F.
- Chase, Aquilano y Jacobs. Administración de Producción y Operaciones. Edit. Mc.Graw Hill (última edición).
- Webb, John R. Investigación de Marketing. Thomson Editores (última edición), México, D.F.
- Coss Bu, Raul. Análisis y evaluación de proyectos.
- Hernández y Rodríguez, Sergio y Pulido, Alejandro. Visión de negocios en tu empresa. Editorial Fondo Editorial. Última Edición, México, D.F.
- Duchéis, Meter. Como crear valor para el cliente el arte y la ciencia. Editorial Panorama. Última Edición, México, D.F.
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- Morales, Castro, José Antonio y Morales Castro, Arturo. Proyectos de inversión en la práctica, formulación y evaluación. Editorial Fondo Editorial.
- Álvarez, Tello, Lizbeth y Peraza, Héctor R. García. Guía Práctica en la formación de una empresa comercializadora. Editorial Fondo Editorial.
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- Peña López, Jaime. Principios de ética empresarial. Editorial Selector.
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- Organización de Estados Americanos. Formulación y Evaluación de proyectos de inversión; un enfoque de sistemas para empresarios. Editorial Nacional Financiera.
- Hernández, Abraham. Formulación y evaluación de proyectos de inversión. Editorial ECAFSA.

Desired academic profile of the teacher:

Academic:

Master's degree in Finance or related area.

Teaching Experience:

Have worked as a teacher at the higher education level for at least one year

Have a good work record in the teaching area.

Teaching Education:

Ease in carrying out teaching-learning tasks

Ease of communication with students as a group or individually

Ability to use technology and instructional techniques (computer, projector, videos, slides, etc.).

Complete the institution's professional development process.

Other: English language proficiency (specifically, the four basic skills)