



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

**Identification Information**

<b>Name of the subject:</b> Business Management	<b>Formative Pillar:</b> Specializing
<b>Didactic unit:</b> Course-workshop	<b>Previous Subject Requirement:</b>
<b>Class Hours:</b> 4 per week (2 theory, 2 practice)	<b>Subsequent Subject:</b>
<b>Subject Type:</b> Elective	<b>Credits:</b> 6

**Introduction**

The business environment is changing in recent years, leading to the construction of large commercial blocks, increased demand for quality and service, technological advances related to information and communications, etc. These changes affect all companies to a greater or lesser extent. Their managers lead them to processes of transformation in the new business strategies and current forms of administration, management, marketing and finance. This new vision is reflected in the increasing use of the term "Business Management" to refer to the area of business management and organization. It is essential that the student has prior knowledge of basic administration (strategic planning, organizational design, management and administrative control, as well as business management, basic marketing and general knowledge of human resources).

***General Objective***

The student must prepare a paper characterizing the management profile of a specific community organization.

**Specific Objectives:**

That the student recognizes the concept of the company, its importance and characteristics. That the student identifies the company as an interrelated system with its various elements and characteristics that make it up, forming part of a larger system or suprasystem depending on the environment in which it is developed.

- That the student identifies the institutional values, resources and classification of companies at the national level.
- That the student acquires the knowledge that is part of the marketing plan: market research, potential customers, suppliers, product distribution, the 4 Ps, the company's vision, vision and effective strategies.
- That the student identifies the classes of productive processes, functions and classification of the systems, planning and programming of the operations.
- Emphasize the importance of investment and financing in the company, concepts and types of investments.
- That the student understands the functions of the groups, roles, leadership processes, power, and authority in the groups, motivational factors, and administrative communication, as fundamental tools in the development of the managerial function.
- Compare the various methods of selection of personnel and the responsibility of placing the personnel in the ideal position according to the requirements of the same. Explain the importance and policies to be followed regarding benefits for employees and employers.
- That the student defines negotiation (with suppliers, employees, customers, and sometimes competitors) as a fundamental tool for the development of the company.
- Highlight the importance and types of control, qualities of an effective control system and the factors that can be controlled in the business environment.
- That the student is able to understand the basic knowledge about the use and application of the ISO 9000:2000 family of standards and to know the implications it has on the quality system.
- To offer the student effective strategies for the planning and development of small and medium enterprises (strategic planning).
- To provide the student with specific knowledge related to the field of environmental management: environmental planning and land use planning; environmental impact assessment, and management of the restoration of degraded areas.

## **Thematic Content**

1. Business fundamentals.
  - 1.1 The business.
  - 1.2 The business system.
  - 1.3 The development of a business.
2. The business subsystems.
  - 2.1 The trade subsystem
  - 2.2 The operations subsystem.
  - 2.3 The financial subsystem.
  - 2.4 The management subsystem.
3. The human resources management subsystem.
  - 3.1 The selection and integration of human resources
  - 3.2 Incentive systems
  - 3.3 The negotiation of the business.
  - 3.4 Control planning and management.
4. The universe of management.
  - 4.1 Quality management
  - 4.2 Management of small and medium businesses
  - 4.3. Environmental management

## **Teaching Strategies**

- Carry out group activities
- Group and individual oral presentations
- Reading articles
- Solve case studies
- Practical research

## **Course Crediting and Evaluation methods and requirements:**

- I. Diagnostic evaluation
- II. Process evaluation
  - Three midterm exams
  - Attendance
  - Participation and Assignments
- III. Evaluation of the product

## **Bibliography**

Luis M. Gómez-Mejía; David B. Balkin; **Dirección y gestión de recursos humanos** Ed. Prentice May 2001

*Stephen p. Robbins. Administración teoría y práctica. Ed. Prentice Hall, 2000.*

Mayne, Lynette. **Dirigir desde la cima, elementos de los sistemas de información, ejecutivos para la alta dirección** Ed. Mc Graw Hill 2000

Munch, Galindo,Lourdes. **Fundamentos de administración.**Ed. Trillas 2001

Pineda, Octavio **.Administración teoría y aplicaciones.** Ed. Mc Graw Hill 2000

## **Websites**

[infocepade@cepade.es](mailto:infocepade@cepade.es)

<http://www.efectividad.net/club/puertas/org/nonego.htm>

<http://www.ruv.itesm.mx>

<http://batllo.informatica.uma>

<http://foros.hispavista.com>

## ***Desired academic profile of the teacher***

Academic:

Master's degree in Administration, Organizational Development or Competitiveness. Professional

Have experience in organizations, public or private in positions related to administration or management.

Teaching Experience:

Have worked as a teacher at the higher education level.

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)