



"El saber de mis hijos
hará mi grandeza"

UNIVERSITY OF SONORA

CENTRAL REGION UNIT
SCHOOL OF ECONOMIC AND Central Region Unit
School of Economic and Administrative Sciences
Department of Economy
International Business and Trade Degree

Identification Data

Subject: Business Planning	Formative Pillar: Professional
Teaching-learning process: Course and Workshop	Previous requirement: Strategic Management
Hours per week: 4	Subsequent subject: International Trade Logistics
Type: Mandatory	Credits: 6

General objective:

The student should end the course being able to develop a business plan.

Proficiency Units

1. Identify the image of the company
2. Market research
3. Develop of an administrative, operational and financial plan.
4. Know the regulations and legal aspects of exports.

Teaching strategies:

- Individual assignment to study the class topics and write a reading report.
- Presentation and resolution of Case study
- Presentations in teams
- Theoretical lecture and technical assistance of the teacher
- Intervention practices inside an organization

Evaluation: general criteria for successful completion of course:

Average of 3 partial exams	20%
Individual assignments delivered in time	15%
Team assignments delivered in time	15%
Team Presentations	20%
Practice presentation	20%
Attendance and participation in class	10%

Bibliography

Sergio Hernandez y Rodriguez (2003). Visión de negocios en tu empresa. Fondo Editorial México. México.

Alejandro Lerma Kirchner (2003). Planes estratégicos de dirección. Fondo Editorial México. México.

Alexander Toraic García (2003). Ventaja competitiva de tu empresa. Fondo Editorial México. México.

Desired academic profile for person in charge of course:

Possess a Master's degree in Business or in areas related to the specific subject's field.

Teaching experience of at least two years in Higher Education.

Professional experience and development in management, implementing or managing newly business techniques. Or experience in the consulting industry in this field.

Teaching and technological training:

- Ease in teaching activities
- Ease in group or individual communication with students
- Ability to use technological (IT) and teaching resources (computer, projector, slides, videos, etc)
- Course the teacher training process of the university

Other skills: Proficiency in English language (4 language skills)