



**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> Micro, Small and Medium Business Administration | <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 wealth and social well-being of our community is driven by a solid economic structure made up mostly of small and medium enterprises. Therefore, if we refer to small and medium enterprises, we are talking about a different phenomenon with its own characteristics where the source of competition and the constant technological evolution demand a careful and detailed attention.

The Small and Medium Enterprises sector has registered a very important growth in our country and in the international field in the last years. For Mexico there is no doubt that they are a fundamental and indispensable link for its economic and social development. We have an important base of micro, small and medium enterprises, clearly more solid than in many other countries in the world, we must take advantage of this to make the country competitive, which becomes a real advantage to attract new investments and strengthen the presence of Mexican products both inside and outside our nation.

**General Objective:**

To provide students with the tools for the application and development of management theory in the micro, small and medium enterprises of our country and our entrepreneurs, as well as analysis of Small and Medium Enterprises in the face of the new millennium.

**Specific Objectives:**

Students will:

- Understand the role of small and medium enterprises in our country and internationally.
- Understand the various characteristics of the company and the status of the entrepreneur in society.
- Apply the techniques of strategic management in micro and small medium enterprises, and their interrelationship with the global environment.
- Analyze the organizational culture of micro, small and medium enterprises.

**Thematic Content:****Unit 1. Micro, Small and Medium Enterprises**

- 1.1. Origins of the business concept
- 1.2. Industrialization in Mexico
- 1.3. Classification of businesses
- 1.4. Profile of businesses in Mexico
- 1.5. Concept and characteristics of micro, small and medium enterprises
- 1.6. Importance of micro, small and medium-sized enterprises in Mexico
- 1.7. Micro and family businesses
- 1.8. The Mexican businessman
- 1.9. Support for micro, small and medium-sized enterprises: associations, chambers, government, public and private bodies
- 1.10. Advantages of small and medium-sized enterprises in the light of the tax framework

**Unit 2. The Impact of Globalization on Small and Medium-Sized Enterprises**

- 2.1. The current situation in Mexico and in the world of small and medium-sized enterprises
- 2.2. Influence of the globalization process on the development of small and medium-sized enterprises
- 2.3. Global trends
- 2.4. Most common problems of small and medium-sized enterprises
- 2.5. Small and medium-sized enterprises facing the challenge of the 21st century

**Unit 3. Administration of micro, small and medium enterprises**

- 3.1. Administrative process in small and medium-sized enterprises
- 3.2. Management and marketing strategies

- 3.3. Management of human processes
- 3.4. Strategic direction
- 3.5. Productivity: performance measurement systems
- 3.6. Supply chain management

**Unit 4. Intellectual capital and value creation**

- 4.1. Intellectual capital and value creation
- 4.2. Characteristics of value-adding enterprises

**Unit 5. Culture in Small and Medium Enterprises**

- 5.1. Organizational culture
- 5.2. Latin America and National Culture
- 5.3. Small and medium-sized enterprises in the case of Mexico

**Teaching Strategies:**

- Presentations by the teacher
- Targeted group discussions
- Oral presentations by students
- Bibliographic research by students
- Presentation of exercises in group form
- Presentation and evaluation of final project

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

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|--|------------|
| The average of 3 midterm exams   | 30%        |
| Participation in group discussions and presentations<br>or class presentations | 20%        |
| Final activity practice  | 40%        |
| Participation  | <u>10%</u> |
| Total weighted average   | 100%       |

**Bibliography:**

Anzola Rojas, Sérvulo; **De la idea a tu empresa: una guía para emprendedores** / Sérvulo Anzola Rojas-- 3a ed.-- México: Editorial McGraw-Hill, c2005

**Competitividad Internacional: su aplicación a la pequeña y mediana empresa,**  
Editorial: Bancomext; 2001.

**Enciclopedia práctica de la pequeña y mediana empresa** / dirección de la obra Joaquín Navarro; edición Luis Borrás.-- Barcelona, España: Editorial Océano, c2004

Herrero, J; **Administración, gestión y Comercialización en la pequeña empresa;**  
Editorial Thomson: 2ª ed., España.

Lambing, Peggy; **Empresarios pequeños y medianos** / Peggy Lambing, Charles Kuehl;  
tr. Adolfo Deras Quiñones; rev. téc. Alberto Santiago Fernández Molina.-- México:  
Editorial Prentice-Hall, c1998

Longenecker, Justin Gooderl, **Administración de pequeñas empresas: un enfoque  
emprendedor;** 11a ed.-- México: Editorial International Thomson Editores, c2001.

Morales, A; **PYMES: Financiamiento, inversión, y administración de riesgos;**  
Editorial Gasca: 2ª ed., 2006.

Resnik, Paul; **Cómo dirigir una pequeña empresa:** decálogo de la supervivencia y el  
éxito / Paul Resnik; tr. Juan Ramón Piñas Postill.-- Madrid : Editorial McGraw-Hill, c1992

Soto E; Dolan L. S; **Las PYMES ante el reto del siglo XXI: Los nuevos mercados  
globales;** Editorial: Thomson, 1ª ed., 2004

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

Academic:

Bachelor's Degree in Administration, Public Accountant, Commercial Relations,  
Bachelor's degree in International Trade or related area.

Teaching Experience:

Teaching experience in the subject areas.

Professional Experience:

Professional experience in companies in the private or public sector.

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)