



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: Organization and financing of commercial enterprises	Formative Pillar: Specializing
Didactic unit: Course -workshop	Previous Subject Requirement: None
Class Hours: 4 per week (2 theory, 2 practice)	Subsequent Subject: None
Subject Type: Elective	Credits: 6

Introduction

The course Organization and Financing of Commercial Enterprises focuses on the critical analysis of the external and internal environment of the organization of a commercial enterprise. Emphasis is also placed on critical reflection of the organizational environment and its relationship to strategy and the international environment. The dynamics of interaction between strategy, structures and organizational processes are studied.

In this subject, students not only understand the importance of business organization in the field of commerce, but also seeks to visualize financing alternatives from both the public and private sectors. The conceptual knowledge and financial instruments will allow students to be able to estimate the yield and the risk that is committed in the financial decision making, and to know how to identify the basic activities, their main intermediaries such as commercial banks, of savings and other institutions that combine and offer the financial services.

General Objective

Students must be able to understand the importance of the organization of a commercial enterprise with special emphasis on critical reflection of the organizational environment and its relationship with strategy and the international environment. The course intends to visualize the interaction of the different organizational processes, and according to them find the best financing alternatives.

Specific Objectives

Students will:

Analyze the importance of the external environment and the internal environment of the organization of a business enterprise.

Analyze the relationship between the organization and its stakeholders as well as the search for organizational effectiveness.

Analyze the organizational structure of the business enterprise.

Learn about public and private sources of funding for investment by commercial enterprises.

Thematic Content

1. Organization of businesses

Concepts:

- Business organization
- Organizational structure
- Organizational Elements
- Commercial activity

Forms of business organization

The individual owners

- Legally constituted company forms:
(Company Type Analysis)
- Hybrid Forms of Business Organization

Regulations for the organization of businesses

- National
- International

2. The organizational structure of a commercial enterprise.

Internal and external environment of a commercial company

Organization and stakeholders

Organization and trade

International organization and trade

Research on the environment of the business Enterprise

Forms

Focus and knowledge of the entrepreneur

Government support

Definition of links and connections of the private sector with the public sector, and institutions involved.

3. Options and Culture of Commercial Enterprise Financing

Definition and requirement of financing

Types of financing

 Issuance of bonds

 Suppliers

 Trust institutions

 Government institutions (government programs)

Limitations

Financing myths

4. Alternatives for restructuring commercial entities

Merger

Split

Reorganization

Transformation

Dissolution and liquidation

Bankruptcy

Teaching Strategies

Presentations by the teacher

Targeted group discussions

Field research by students

Oral presentations by students

Conferences and workshops with participation:

 Business sector

 Banking

 Government agencies of the three sectors of government

Resolution and proposal of case studies

Course crediting and evaluation criteria

1.- Participation in group discussions and presentations or class oral presentations. 25%

2.- Three midterm exams that will cover 40%

3.- Written assignments and research: questionnaires and exercises 25%

4.- Attendance 10%

Bibliography and other teaching resources

Daft, R.L. Organization theory and design. Cincinnati, Oh: South Western College Publishing. 1998, 6th Edición.

Hatch, M.J. Organization theory: Modern symbolic and postmodern perspectives. New York: Oxford University Press.1997.

Jones, G.R. Organizational theory: Text and cases. Addison Wesley. 1998, 2nd. Edición.
Valera, R. Innovación Empresarial. 2001, 2a. Edición. Prentice Hall.

Ley General de Sociedades Mercantiles

Moreno Fernández, Joaquín. Finanzas en la empresa. 2004, primera reimpresión. CECSA.

Recommended profile of the teacher in charge of the subject:**Academic:**

Bachelor's degree in Accounting and minimum a Master's degree in Administrative Sciences or Finance.

Teaching Experience:

Have worked as a teacher at the higher education level in the area of Economic and administrative sciences.

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.).