



"El saber de mis hijos  
hará mi grandeza"

**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> Strategic Administration	<b>Formative Pillar:</b> Professional
<b>Didactic unit:</b> Course -workshop	<b>Previous Subject Requirement:</b> Administration
<b>Class Hours:</b> 4 per week (2 theory, 2 practice)	<b>Subsequent Subject:</b>
<b>Subject Type:</b> Mandatory	<b>Credits:</b> 6

**Introduction**  
 The Strategic Administration subject is part of the professional formative pillar. The contribution of this subject is to provide students with the most updated knowledge related to administrative technologies for them to develop the ability to detect areas of opportunity.

**General Objective**  
 Students will recognize and describe global trends in the management of organizations. Students will research and practice the main classic and contemporary management, leadership, and work unit techniques and will be competent to implement them in organizations (small, medium and large organizations).

**Specific Objectives:**  
 Students will:

- Distinguish the difference between empirical and structured management based on modern techniques.
- Diagnose management and staff potential in any organization.
- Use basic tools to start a new business.
- Recognize the importance of keeping the organizations updated on the use of management technology.
- Use management tools that have been successful in other organizations and will have the ability to adapt them to different scenarios.

**Topic 1. Emotional Intelligence Management**

- 1.1 Meaning and processes
- 1.2 Emotional competence
- 1.3 Values

**2. Organizational learning management**

- 2.1 Knowledge
- 2.2 Types of knowledge
- 2.3 Creation of knowledge
- 2.4 The smart organization

**3. Leadership and power management**

- 3.1 Power and politics
- 3.2 The new business management
- 3.3 Transorganizational leadership
- 3.4 Communication
- 3.5 Conflict management
- 3.6 Mentoring
- 3.7 Coaching

**4. Management of corporate philosophy**

- 4.1 Values
- 4.2 Environment
- 4.3 Ecocentric administration
- 4.4 environmental agenda (ISO 14000)
- 4.5 Code of conduct
- 4.6 International organizations
- 4.7 Trends

**5. Quality management**

- 5.1 Philosophy of quality
- 5.2 Techniques
- 5.3 Tools
- 5.4 Quality circles

**6. Entrepreneurship Management**

- 6.1 The Entrepreneur
- 6.2 The person and the economic environment
- 6.3 The business plan
- 6.4 Emerging business support programs

**7. Architecture Management and Organizational Design**

- 7.1 Virtual Organizations
- 7.2 Virtual work teams
- 7.3 Different types of modern structures (nuclear, spaghetti)
- 7.4 Downsizing

**8. Technology management and innovation**

- 8.1 Technology Needs Assessment

- 8.2 Organization for innovation
- 8.3 The teams for innovation
- 8.4 Creativity
- 8.5 E-business
- 8.6 Instrumentation outsourcing
- 9. Control Management**
- 9.1 Determination of indicators
- 9.2 Techniques and processes
- 10. International Administration**
- 10.1 Global environment
- 10.2 Mexico and trade agreements
- 10.3 Megatrends

**Instructional Strategies**

- Individual assignment of a class topic and preparation of a reading report.
- Presentation and solution proposal of illustrative case examples.
- Team oral presentation of topics.
- Instructor's theoretical presentation and technical guidance and support.
- Intervention practices in an organization

**Course Crediting and Evaluation methods and requirements**

The average of 3 midterm exams .....	20%
Timely submission of individual assignments .....	15%
Timely submission of group assignments .....	15%
Oral presentation of topics .....	20%
Presentation of practice activities .....	20%
100% attendance and class participation .....	10%

**Basic Bibliography**

Bateman,S. Thomas. Adminstración, una ventaja competitiva. Mc Graw Hill. México.2001.

Goleman Daniel. **La inteligencia emocional en la empresa.** Vergara. Argentina, 1999.

Kofman Fredy. **Metamanagement.** Granica. México, 2001.

Senge Peter. **La quinta disciplina en la práctica.** Granica. México, 1996. Siebel M. Thomas. **Principios del e-Business.** Granica. Barcelona, 2001.

**Complementary Bibliography**

Cuesta Fernández Félix. **La empresa virtual.** Mc Graw Hill. México 1998.

Brian Rothery, Robertson Iam. **Outsourcing.** La subcontratación. Edit. Limusa, S.A. 1997

David R. Fred. **Administración estratégica.** Prentice Hall. México, 1998.

Daft L. Richard. **Teoría y diseño organizacional**. 6ª. Edición. Internacional Thomson editores. México, 2000.

Day Abby, John Peters, Phil RACE. **Tips para desarrollar una organización de aprendizaje**. Panorama, 2002.

De la Cerda G. José, Núñez de la Peña Francisco. **La administración en desarrollo**. Editorial Diana. México, 1996.

De Pree Máx. **El liderazgo es un arte**. Lasser Press. México, 1997.

Dotlich L. David y Cairo C. Peter. **El entrenamiento en acción**. Piados. Argentina, 2002. Gibson James, Ivancevich John y Donnelly James. **Las organizaciones**. 8ª. Edición Mc Graw Hill. México, 1997.

Goldsmith Marshall, Lyons L. y Freas A. **Coaching**. Prentice Hall. México, 2001.

Kotter P. John. **El líder del cambio**. Mc Graw Hill. México, 1997.

Menoni K.. **Outsourcing: el zapatero a sus zapatos**. Inversiones Caracas. 1997

Nadler A. David y Tushman L. Michael. **El diseño de la organización como arma competitiva: el poder de la arquitectura organizacional**. Oxford. México, 1999.

Ostroff Frank. **La organización horizontal**. Oxford. México, 1999.

Robbins P. Stephen. **Comportamiento Organizacional**. Prentice Hall. México, 1999.

Robbins P. Stephen, Coulter Mary. **Administración**. 6a. edición. Prentice Hall. México, 2000.

Summanth David. **Ingeniería y administración de la productividad**. Mc Graw Hill. México, 1997.

Tissen René, Andriessen Daniel y Lekanne Deprez. **El valor del conocimiento**. Prentice Hall. México, 2002.

Wei Hoo Chun. **La organización inteligente**. Oxford. México, 1998.

Infotrac-galegroup database

Websites related to the course content.

Academic background of the person responsible of implementing the course

Academic background:

Have at least a Master's degree in Administration or in areas associated with the specific area of the subject.

Teaching expericence:

Have teaching experience at a tertiary education level. Have at least 2 years of professional experience.

Have experience in organizations in the area of management, in the use or direction of innovative management techniques or in the area of business consultancy.

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)