


ADMINISTRATION

1. Competences	To manage products and services marketing process according to the market diagnosis, selling strategies and administrative tools, in order to meet client's needs, to contribute to the national and international competitiveness and positioning of the corporation.
1. Term	First
2. Theoretical hours	29
3. Practical hours	46
4. Total hours	75
5. Weekly hours	5
6. Objective	The student will organize entrepreneurial activities through the administrative process and production systems to accomplish organizational objectives.

Learning Unit	Hours		
	Theoretical	Practical	Total
I. Administration fundamentals	10	0	10
II. Administrative Process	16	39	55
III. Production Systems	3	7	10
Total	29	46	75


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Learning Units

1. Learning Unit	I. Administration fundamentals
2. Theoretical Hours	10
3. Practical Hours	0
4. Total	10
5. Objective	Students will identify the importance of administration in the development of modern corporations, to understand their operation.

Topic	Knowledge	Skills	Values/ Behavior
Importance of administration in corporations	<p>To describe administration, administrator, corporation, efficiency, effectiveness and productivity concepts.</p> <p>To distinguish the types of corporations according to their size, line of business and origin of capital.</p> <p>To understand the importance of administration implemented on corporations and on the process of decision making.</p>		<p>Disciplined</p> <p>Analytical</p> <p>Investigator</p> <p>Creative</p> <p>Respectful</p> <p>Team work</p>

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Topic	Knowledge	Skills	Values/ Behavior
Administration origins and evolution	<p>To identify administration evolution stages and their approaches: scientific and operational.</p> <p>To identify administration modern tendencies.</p>		<p>Disciplined</p> <p>Analytical</p> <p>Investigator</p> <p>Creative</p> <p>Respectful</p> <p>Team work</p>

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To write an essay including: Administration evolution, components, importance and modern tendencies.</p>	<ol style="list-style-type: none"> 1. To understand the concept of administration and its components. 2. To understand the importance of applied administration. 3. To identify stages of administration evolution and its approaches. 4. To distinguish administration modern tendencies. 	<p>Essay</p> <p>Rubric</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching materials
Assisted reading Research assignments Group discussion	Computer Projector Internet Printed exercises Board

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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Learning Units

1. Learning Unit	II. Administrative Process
2. Theoretical Hours	16
3. Practical Hours	39
4. Total	55
5. Objective	Students will develop the administrative process to accomplish the corporation objectives fulfilment.


Topic	Knowledge	Skills	Values/ Behavior
Introduction to administrative process	To describe the following concepts: process, administrative process and their components: - Planning - Organization - Direction - Control		Analytical Responsible Disciplined Ethical Assertive Proactive Respectful Team work

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Topic	Knowledge	Skills	Values/ Behavior
Planning	<p>To identify the importance, purpose and principles of planning.</p> <p>To identify the types of planning: - Strategic - Tactical - Operational.</p> <p>To describe planning components: - Mission - Vision - Values - Policies - Objectives - Strategies - Programs - Regulations - Procedure - Predictions - Budgets.</p> <p>To explain concepts, characteristics and purpose of planning tools: - Gantt chart - Flowchart - Critical path.</p>	<p>To develop the corporative philosophy.</p> <p>To develop activities plans using planning tools.</p>	<p>Planning abilities Organized Analytical Responsible Disciplined Ethical Proactive Respectful Leadership Decision making Team work</p>

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Topic	Knowledge	Skills	Values/ Behavior
Organization	<p>To understand the importance of organization in commercial area.</p> <p>To describe the four components of organization:</p> <ul style="list-style-type: none"> - Work distribution -Departmentalization: -By function - Product - Client - Geographic distribution - Hierarchical classification - Coordination. <p>To understand techniques for organization:</p> <ul style="list-style-type: none"> -Organigrams -Manuals -Flowcharts <p>To define the following concepts:</p> <ul style="list-style-type: none"> - Human resources - Profiles - Position evaluating documents - Positions' analysis. <p>To identify the stages in personnel organization process:</p> <ul style="list-style-type: none"> - Recruiting - Selection - Hiring - Induction - Training. 	To prepare organograms, manuals and flowcharts.	<p>Organized</p> <p>Analytical</p> <p>Responsible</p> <p>Disciplined</p> <p>Ethical</p> <p>Proactive</p> <p>Respectful</p> <p>Leadership</p> <p>Decision making</p> <p>Team work</p>


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Topic	Knowledge	Skills	Values/ Behavior
Direction	To describe the stages in direction process: <ul style="list-style-type: none"> - Decision making - Motivation - Communication - Leadership 	To formulate direction strategies according to activities program .	Organized Analytical Responsible Disciplined Ethical Proactive Respectful Leadership Decision making Team work
Control	To identify the types of control: <ul style="list-style-type: none"> - Precautionary - Concurring - Corrective To describe the elements in control process: <ul style="list-style-type: none"> - Performance measurement - Comparison of performance with standard - Correction of deviations applying corrective measures. 	To propose control strategies according to activities program .	Organized Analytical Responsible Disciplined Ethical Proactive Respectful Leadership Decision making Team work

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a corporation case study, produce a report including:</p> <p>Planning:</p> <ul style="list-style-type: none"> - Mission - Vision - Values - Policies - Objectives - Strategies <p>Organization:</p> <ul style="list-style-type: none"> - Organigram - Positions' description <p>Direction:</p> <ul style="list-style-type: none"> - Communication strategies - Leadership - Motivation - Decision making <p>Control:</p> <ul style="list-style-type: none"> - Control Tools 	<ol style="list-style-type: none"> 1. To identify the administrative process. 2. To understand the components of administrative process stages. 3. To develop administrative process for an activity. 	<p>Cases study</p> <p>Rubric</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching materials
Cases Analysis Collaborative teams Practical exercises	Board Internet Computer Projector Specialized magazines

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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Learning Units


1. Learning Unit	III. Production Systems
2. Theoretical Hours	3
3. Practical Hours	7
4. Total	10
5. Objective	Students will differentiate production systems and current manufacturing processes classification to understand their relationship with commercial area.

Topic	Knowledge	Skills	Values/ Behavior
Production systems	<p>To describe the concept of production system, its function and its relationship with the commercial area.</p> <p>To identify the characteristics of manufacturing corporations.</p>		Responsible Analytical Disciplined Ethical Communication skills Initiative Organized
Production systems classification	<p>To describe production systems classification and its characteristics:</p> <ul style="list-style-type: none"> - Online - Continuous - By batch - By project - By technological groups 	To develop production systems proposals for manufacturing corporations.	Responsible Analytical Disciplined Ethical Communication skills Initiative Organized

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To write a report including:</p> <ul style="list-style-type: none"> - 5 manufacturing corporations in the region - Characteristics of each corporation - Proposed production system - Justification 	<ol style="list-style-type: none"> 1. To understand the concept of production system. 2. To identify the characteristics of different production systems. 3. To identify the characteristics of the manufacturing corporations. 4. To carry out the production system proposal. 	<p>Report</p> <p>Checklist</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching materials
Collaborative teams Research assignments Located learning	Computer Projector Internet Printed material Videos Board

TRAINING FACILITIES


Classroom	Languages Lab/Workshop	Corporation
X		

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ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES


Ability	Performance Criteria
<p>To diagnose the corporation's condition through the use of financial, administrative and researching tools, as well as to analyze functional areas in order to plan the commercialization process.</p>	<p>Students elaborate a corporation diagnosis including:</p> <ul style="list-style-type: none"> - organizational philosophy - organizational objectives - financial analysis: <ul style="list-style-type: none"> - Vertical method <ul style="list-style-type: none"> - Financial reasons - Integral percentages - Critical point - Horizontal method <ul style="list-style-type: none"> - Tendencies - Percentage change - Installed capacity - Positioning in the market - Product analysis - Distribution channels - Competitiveness of sales force - Client portfolio behavior - Public perception - Identification of strengths and weaknesses.

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Ability	Performance Criteria
<p>To determine competition positioning through the study of its competitive advantages, weaknesses, use of methods and techniques, in order to identify the corporation's opportunities in the market.</p>	<p>Students deliver the competition analysis including:</p> <ul style="list-style-type: none"> - participation in the market - positioning in the market - Competitive and comparative advantages matrix: <ul style="list-style-type: none"> - Price - Product quality - Service quality - Distribution channels - Delivery time - Advertising - Payment terms - After-sales service - Analysis and interpretation of results - Opportunity identification.
<p>To perform national and international market research through an analysis of environment and the use of quantitative and qualitative methods, for commercial decision making.</p>	<p>Students present a report of markets research including:</p> <ul style="list-style-type: none"> - Executive overview - Research statement (problem, objective, hypothesis, research methodology, technical proposal, instrument for information gathering) - Data gathering and management - Results analysis and interpretation - Conclusions and recommendations.
<p>To formulate national and international business ideas through business projects methodology, in order to harness detected opportunities</p>	<p>Students present a draft at a profile level containing:</p> <p>Executive overview</p> <p>Definition of goods or service</p> <p>Market analysis</p> <p>Technical analysis:</p> <ul style="list-style-type: none"> - Organizational - Legal - Production - Environmental impact <p>Financial analysis</p> <p>Pre-feasibility analysis</p> <p>Conclusions</p>


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Ability	Performance Criteria
To elaborate sales programs based on sales projections and through resources analysis and strategies design, to achieve commercial goals.	Students elaborate a sales program containing: <ul style="list-style-type: none"> - projection - objectives - goals - strategies - budgets - activities timetable
To organize sales forces through functions assignment, sales methods and administrative techniques, to achieve commercial goals.	Students present a structure proposal for sales department including: <ul style="list-style-type: none"> - Organizational philosophy - Organizational structure of sales area - Profiles and position description - Salesperson selection - Training plan - Incentives plan
To supervise commercial processes through control tools and performance indicators, in order to institute improving actions and contribute to the corporation's profitability.	To elaborate a report including: <ul style="list-style-type: none"> - Supervision type - Control tools - Sales area indicators measurement - Evaluation of customer satisfaction - Evaluation of sales force performance - Improvement proposals.

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BIBLIOGRAPHY**

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