


ECONOMICS

1. Competences	To manage products and services commercialization process from market diagnosis, sales strategies and administrative tools, in order to satisfy client needs, to contribute to corporation national and international competitiveness and positioning.
1. Term	First
2. Theoretical hours	35
3. Practical hours	55
4. Total hours	90
5. Weekly hours	6
6. Objective	Students will interpret market behavior through the analysis of economics actors to evaluate business opportunities.

Learning Unit	Hours		
	Theoretical	Practical	Total
I. Economics fundamentals	15	0	15
II. Microeconomics	10	35	45
III. Macroeconomics	10	20	30
Total	35	55	90


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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

ECONOMICS

Learning Units


1. Learning Unit	I. Economics fundamentals
2. Theoretical Hours	15
3. Practical Hours	0
4. Total	15
5. Objective	Students will identify economics doctrines evolution to understand modern problems.

Topic	Knowledge	Skills	Values/ Behavior
Economics and its classification	To identify the concept of economics and its classification from objective and subjective viewpoints: - Microeconomics and Macroeconomics - Economics policy and Politics economy To identify the importance of economics in business field.		Responsible Punctual Disciplined Communication skills Tolerant Researcher Respectful Teamwork
Economics doctrines	To identify economics doctrines evolution: - Feudalism - Mercantilism - Economic liberalism - Capitalism - Socialism To differentiate core problems in economics systems.		Responsible Punctual Communication skills Analytical Researcher Teamwork Respectful

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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

ECONOMICS
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To elaborate a paper containing:</p> <ul style="list-style-type: none"> - Concept of economics - Economics classification - Comparative table of economics doctrines where core problems are identified - Personal reflection. 	<ol style="list-style-type: none"> 1. To understand the concept of economics and its importance in business field. 2. To identify economics classification from objective and subjective viewpoints. 3. To analyze economics doctrines evolution and its main problems. 	<p>Essay</p> <p>Rubric</p>

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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	


ECONOMICS

TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Discussion panel Research assignments Collaborative teams	Printed material Multimedia equipment Internet Digital library Board

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

ECONOMICS


Learning Units

1. Learning Unit	II. Microeconomics
2. Theoretical Hours	10
3. Practical Hours	35
4. Total	45
5. Objective	Students will interpret supply and demand behavior for market decision making.

Topic	Knowledge	Skills	Values/ Behavior
Consumption	<p>To distinguish the concept of demand and the elements to express it:</p> <ul style="list-style-type: none"> - Table - Graph - Formula <p>To understand the Demand Law and its determinants:</p> <ul style="list-style-type: none"> - Preferences - Income - Substitute Goods price - Complementary Goods price - Population size <p>To understand the concept of elasticity of demand:</p> <ul style="list-style-type: none"> - Price elasticity - Income elasticity - Cross-elasticity 	To interpret goods and services demand behavior.	Responsible Punctual Honest Disciplined Ethical Communication skills Researcher Respectful Decision making Teamwork


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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

Topic	Knowledge	Skills	Values/ Behavior
Production	<p>To distinguish the concept of supply and the elements to express it:</p> <ul style="list-style-type: none"> - Table - Graph - Formula <p>To understand the Supply Law and its determinants:</p> <ul style="list-style-type: none"> - Costs - Production techniques - Taxes - Subsidies - Providers number <p>To understand the concept of supply elasticity:</p> <ul style="list-style-type: none"> - Price elasticity 	To interpret goods and services offer behavior.	Responsible Punctual Honest Disciplined Ethical Communication skills Researcher Respectful Decision making Teamwork
Market	<p>To identify market balance point:</p> <ul style="list-style-type: none"> - Equilibrium price - Balance amount - Shortage - Surplus <p>To distinguish the types of market:</p> <ul style="list-style-type: none"> - By geographical area - In function to what is offered - Based on satisfiers - According to price discovery time - According to competition - Informal and Illegal 	To determine market balance point	Responsible Punctual Honest Disciplined Ethical Communication skills Researcher Respectful Decision making Teamwork

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ECONOMICS
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case study, write a report about market balance point containing:</p> <ul style="list-style-type: none"> - Equilibrium price - Balance amount - Shortage - Surplus - Demand analysis - Conclusions and recommendations 	<ol style="list-style-type: none"> 1. To understand the concept of demand and the elements to express it. 2. To interpret the Law of demand, its determinants and elasticities. 3. To understand the concept of supply and the elements to express it 4. To interpret the Law of supply, its determinants and elasticity. 5. To determine the market balance point 	<p>Cases study</p> <p>Rubric</p>

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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

ECONOMICS


Learning Units

1. Learning Unit	III. Macroeconomics
2. Theoretical Hours	10
3. Practical Hours	20
4. Total	30
5. Objective	Students will interpret supply and demand behavior for market decision making.

Topic	Knowledge	Skills	Values/ Behavior
Fiscal policy	<p>To identify the concept of fiscal policy, financial cycles, state funding sources and budget.</p> <p>To distinguish fiscal policy classification: - Expansive and contractive.</p>	To evaluate the relevance of fiscal policy in the implementation of commercial activities.	Responsible Punctual Honest Disciplined Ethical Analytical Communication skills Researcher Respectful Decision making Teamwork


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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

Topic	Knowledge	Skills	Values/ Behavior
Monetary policy	To identify the concept of monetary policy, exchange rate, types of money, money and central bank functions. To distinguish monetary policy classification: - Expansive and contractive.	To evaluate the relevance of monetary policy in the implementation of commercial activities.	Responsible Punctual Honest Disciplined Ethical Analytical Communication skills Researcher Respectful Decision making Teamwork
National accounts	To identify the concept of national accounts and their classification: - National product and income account - Flow of funds account - Input and product matrix - Balance of payments - Trade balance	To identify business commercial opportunities.	Responsible Punctual Honest Disciplined Ethical Analytical Communication skills Researcher Respectful Decision making Teamwork

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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

ECONOMICS
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case study, write an essay about the relevance of making business in a country, containing:</p> <ul style="list-style-type: none"> - Evaluation of fiscal policy - Evaluation of monetary policy - National accounts analysis - Conclusions and recommendations 	<ol style="list-style-type: none"> 1. To understand financial cycles and their classification. 2. To identify the concept of fiscal policy and its elements. 2. To identify the concept of monetary policy and its elements. 4. To interpret basic national accounts. 5. To analyze fiscal, monetary and national policy in a country. 	<p>Cases study</p> <p>Rubric</p>

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ECONOMICS

ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES


Ability	Performance Criteria
<p>To diagnose the corporation's situation through the use of financial, administrative and research tools, as well as to analyze functional areas, to plan commercialization process.</p>	<p>Students perform a diagnosis of the corporation 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 variations - 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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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

Ability	Performance Criteria
<p>To establish competition positioning through the study of its competitive advantages, weaknesses, use of methods and techniques, in order to identify corporation's opportunities in the market.</p>	<p>Students deliver an analysis of competition, containing:</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, - Publicity, - Payment terms, - After-sales service - Results analysis and interpretation - Opportunities Detection
<p>To do national and international market research by an environment analysis and the use of quantitative and qualitative methods, for commercial decision making.</p>	<p>Students present a report on the market research, containing:</p> <ul style="list-style-type: none"> - Executive overview - Research approach (problem, objective, hypothesis, research methodology, technical proposal, tool for data gathering) - Data gathering and management - Results analysis and interpretation - Conclusions y recommendations
<p>To formulate national and international business ideas through business projects methodology, 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

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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

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García Fonseca, Cándido	2012	<i>Microeconomía: aplicación para la empresa</i>	Ciudad de México	México	Trillas ISBN: 9786071707512
Karl E. Case Ray C. Fair	2012	<i>Principios de Microeconomía</i>	Naucalpan de Juárez, Estado de México	México	Pearson Education ISBN: 9786073212397
Parkin, Michael	2014	<i>Economía</i>	Naucalpan de Juárez, Estado de México	México	Pearson Education ISBN:9786073222815
Silvestre Méndez, José	2013	<i>Fundamentos de Economía</i>	Ciudad de México	México	Mc Graw-Hill Interamericana ISBN: 9786071509819

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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	