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|  | LICENCIATURA EN GESTIÓN Y DESARROLLO TURÍSTICO  EN COMPETENCIAS PROFESIONALES | descarga |

**WORK PLANNING AND ORGANIZATION**

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| --- | --- |
| 1. **Competencias** | To develop and manage organizations through the ethical exercise of leadership, with a systemic approach to contribute to the achievement of strategic objectives. |
| 1. **Term** | Eighth |
| 1. **Theory hours** | 18 |
| 1. **Practial hours** | 27 |
| 1. **Total number of hours** | 45 |
| 1. **Hours per week** | 3 |
| 1. **Learning objective** | The student will manage the processes within the operating unit through planning, organization and control techniques to achieve organizational objectives. | |

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| **Learning units** | **hours** | | |
| **Theory** | **Practice** | **Total** |
| Strategic planning | 8 | 12 | 20 |
| Work Organization | 4 | 6 | 10 |
| Analysis and evaluation | 6 | 9 | 15 |
| **Total** | **31** | **59** | **90** |

**WORK PLANNING AND ORGANIZATION**

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit** | Strategic planning |
| 1. **Theory** | 8 |
| 1. **Practice hours** | 12 |
| 1. **Total hours** | 20 |
| 1. **Learning unit objective** | The student will efficiently manage time to improve performance and fulfillment of personal and organizational objectives. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Basic concepts of strategic planning | Describe the concepts of:  - Strategic planning  - Strategy  - Tactics  - Mission, vision and values  - Objectives, goals and strategies  - Ackoff's planning styles:  (a) reactivist (past)  b) inactivist (present)  c) pre-activist (future)  d) interactivist (integration) | Categorize the planning style orientation of the organization. | Proactive  Respectful  Responsibility  Initiative  Punctuality  Critical  Spirit of self-improvement  Analytical |
| Organizational models | Describe the characteristics of organizational models:  - Marketing  - Production  - Finance  - Human resources  - Four axes:  a) social  b) strategic  c) administrative  d) technological  - Three axes:  a) mission  b) transformation design  c) organizational structure | Propose the organizational model suitable to the characteristics and needs of the organization.  Determine the environmental trends that affect the organization, building the desirable scenario. | Proactive  Respectful  Responsibility  Initiative  Punctuality  Critical  Spirit of self-improvement  Analytical |
| Analysis of the environment | Explain the impact of the environment on the organization:  - educational  - cultural  - economic  - political  - social  - environmental  - technological  Identify the foresight to build the following scenarios:  - real  - possible (feasible)  - probable (futurable)  - desirable (futurible) |  | Proactive  Respectful  Responsibility  Initiative  Punctuality  Critical  Spirit of self-improvement  Analytical |

**WORK PLANNING AND ORGANIZATION**

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| Based on a case study, you will prepare a report that integrates:  - Analysis of the organizational model  - Analysis of the characteristics of the environment  - Strategic plan containing  - mission  - vision  - values  - objectives  - strategies  - goals  - actions  - resources  - responsible  - deadlines | To understand concepts associated with strategic planning.  2. To analyze scenarios that impact the organization  3. Design a strategic plan | Project  Checklist |

# WORK PLANNING AND ORGANIZATION

*TEACHING-LEARNING PROCESS*

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| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Simulation by collaborative teams  Case analysis  Research | PC  Audio visual material and equipment  Blackboard  Handouts (cases) |

*TRAINING FACILITIES*

|  |  |  |
| --- | --- | --- |
| **Classroom** | **Lab / workshop** | **Company** |
| **X** |  |  |

# WORK PLANNING AND ORGANIZATION

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit** | 1. **Work organization** |
| 1. **Theory** | 4 |
| 1. **Practice hours** | 6 |
| 1. **Total hours** | 10 |
| 1. **Learning unit objective** | The student will design the internal operation of the work area based on planning and organization techniques and tools, in order to achieve the objectives of each operative unit. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Work organization | Describe the forms of work organization based on the topics:  - Tactical objectives  - Goals or measurement indicators  - Processes  - Procedures  - Program  - Activity and task  - Resources involved in the different processes:  - human resources (people in charge)  - material resources (supplies)  - financial resources (costs)  - Gantt chart | Determine for the area or department a work program congruent with the strategic planning defined by top management. | Proactive  Respectful  Responsibility  Initiative  Punctuality  Critical  Spirit of self-improvement  Analytical |
| Strategies and alternatives | Describe the concept of strategy and the elements for its design according to H.I. Ansoff:  - field of activity  - growth vector  - competitive advantages  - synergistic effect | Elaborate strategies for improvement:  - processes  - procedures  - programs  - activities and tasks | Proactive  Respectful  Responsibility  Initiative  Punctuality  Critical  Spirit of self-improvement  Analytical |

# WORK PLANNING AND ORGANIZATION

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| The student will prepare a report based on a case study to:  Redesign the work program for the area or department:  - program objectives  - associated goals  - strategies or alternatives for compliance  Work organization  - particular programs  - procedures  - activities  - tasks  Allocation of human  - human  - material  - financial  - time | 1.Understand the elements that integrate work planning and organization.  2. Identify the objectives of the processes associated with the area.  3. Analyze improvement strategies  4. Integrate strategies to the sequence of activities and associated resources. | Project  Checklist |

# WORK PLANNING AND ORGANIZATION

*TEACHING-LEARNING PROCESS*

|  |  |
| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Simulation by collaborative teams  Case analysis  Research | PC  Audio visual material and equipment  Blackboard  Handouts (cases) |

*TRAINING FACILITIES*

|  |  |  |
| --- | --- | --- |
| **Classroom** | **Lab / workshop** | **Company** |
| **X** |  |  |

# WORK PLANNING AND ORGANIZATION

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit** | 1. **Analysis and evaluation** |
| 1. **Theory** | 6 |
| 1. **Practice hours** | 9 |
| 1. **Total hours** | 15 |
| 1. **Learning unit objective** | The student will evaluate the performance of each operating unit through process analysis and evaluation techniques to improve processes within each operating unit. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| SWOT | Identify the SWOT analysis technique and its application in the work environment:  - strengths  - opportunities  - weaknesses  - Threats | Elaborate diagnosis by interpreting the results of the SWOT analysis of the area or department and make proposals for improvement. | Proactive  Respectful  Responsibility  Initiative  Punctuality  Critical  Spirit of self-improvement  Analytical |
| Evaluation | Identify Ken Blanchard's Balanced Scorecard technique, considering:  - staff and group performance  - process results  - financial goals  - performance indicators  - compliance times  - feedback  - monitoring | Evaluate results through the Balanced Scorecard technique and make proposals for improvement. | Proactive  Respectful  Responsibility  Initiative  Punctuality  Critical  Spirit of self-improvement  Analytical |

# WORK PLANNING AND ORGANIZATION

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| Prepare a report based on a practical case in which:  Evaluate the current situation of the area through SWOT.  Balanced Scorecard:  - staff and group performance  - process results  - financial goals  - performance indicators  - compliance times  Proposal of improvement alternatives | 1. Understand the techniques for work analysis and evaluation.  2. Analyze the results of the evaluation to make proposals for improvement.  3. Elaborate improvement proposal | Case study  Checklist |

# WORK PLANNING AND ORGANIZATION

*TEACHING-LEARNING PROCESS*

|  |  |
| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Collaborative teams  Case analysis  Research | PC  Audio visual material and equipment  Flipchart  Blackboard  handouts (cases) |

*TRAINING FACILITIES*

|  |  |  |
| --- | --- | --- |
| **Classroom** | **Lab / workshop** | **Company** |
| **X** |  |  |

# WORK PLANNING AND ORGANIZATION

*SKILLS DERIVED FROM THE PROFESSIONAL COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES*

| **Skills** | **Performance criteria** |
| --- | --- |
| Coordinate work teams by defining planning and supervision to increase competitiveness. | Elaborate plan per work team with the following characteristics:  - objectives  - goals  - strategies  - sequence of activities  - times for completion and delivery of results  - resources required, time required and costs  - channels and means of communication for new agreements and delivery of results  - forms of supervision |
| Evaluate the results of the work team with control techniques under a systemic approach to strengthen its performance. | Develops indicator compliance control board containing:  - quantitative goals (indicators)  - specific compliance dates  - names of those responsible  - analysis of the causes of the deviations in the fulfillment of the goals with a systemic approach (qualitative)  - strategies or alternatives applied  - results obtained after applying the alternatives  - feedback to the working group |

# WORK PLANNING AND ORGANIZATION

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