

**Program: MBA, Economic Development concentration**

<b>Course name:</b> Geografía Económica	<b>Course code:</b> EC503
--	------------------------------

<b>Location in the curricular map:</b> Economic development concentration
--

<b>Course description:</b> This course boards the Basic elements of economic geography and space geography, it makes a brief introduction to regional studies for different areas of this planet and makes an introduction of linkage elements with the study of geopolitics and the social and human development, suggesting a discussion of several current themes.
--

<b>General learning outcomes:</b> Students will study, analyze and intepret the relationship between the societies and the surrounding environment in a global economic frame and the contemporary international relationships.
--

**Thematic content**

<b>Themes and sub-themes of each unit:</b>	<b>Hours</b>
<b>1. Introduction to Economic Geography.</b> 1.1 Definition of Economic Geography 1.2 Space economy 1.3 Theories of space location. 1.4 Characteristics of the industrial activity 1.4.1 The Natural resources 1.4.2 The Market 1.4.3 The Energy 1.4.4 Types of industry 1.4.5 Theory of industrial location 1.4.6 Other factors of industrial location 1.4.7 The economic regions	<b>6</b>
<b>2. Economic Geography and Geopolitics</b> 2.1 The north-south gap and the wealth distribution at worldwide level 2.2 Growth and development: fundamentals differences 2.3 Criteria used to measure countries growth and development	<b>6</b>

2.4 Criteria to define capitalism, socialist countries, economies in transition and countries of recent industrialization and/or emerging economies.	
<b>3. Sustaining and human development</b>	
3.1 The sustaining development. Development paradigm?	4
3.2 The concept about human development: its Basic components	
3.3 The ecologic conscious and growth boundaries	
	8
<b>4. Introduction to regional studies</b>	
4.1 Signs that will help delimit the main regions of this planet. Selection criteria. Geographic, economic and political conditions.	
4.2 Europe. The European community countries	
4.3 Latin America and the Caribbean. ALADI, Central American Common Market, Caribbean Common Market, Andean Pact, CARIBCAN, Initiative for the Caribbean Basin, The Group of the Three.	
4.4 North America. TLCAN	
4.5 South Asia. The countries of the South Asia Association for the Regional Cooperation.	
4.6 Japan, the Popular Republic of china, the four asian dragons and the Association of Southeast Nations.	
4.7 The Magreb and the Mashrek	
4.8 Central Africa and South Africa	
4.9 South Pacific, Australia and New Zealand	
4.10 The Antarctic: a patrimony for humanity?	6
4.11 The Arctic: unknown ocean	
<b>5. Mexico's Economic and Political Geography</b>	
5.1 Mexico's economic zones	
5.2 Main resources, domain and entitlement	6
5.3 Mexico's worldwide geoeconomic importance	
<b>6. Some of the geoeconomic world problems</b>	
6.1 Drug trafficking	
6.2 The environment pollution and sustainable development	
6.3 Migration and population movements	
6.4 International terrorism	
6.5 Democracy in different regions of the planet	
6.6 Conflicts generated due to the water control	
6.7 Geographic growth	



<b>6</b>	Referente	Geografía económica	Ma. Teresa Ayllón Torres José Chávez Flores	Limusa	9ª Ed. 2002
<b>7</b>	Referente	Geografía económica	Eva Fabián	McGraw-Hill	2001
<b>8</b>	Referente	Estudio económico y social mundial 1999	Naciones Unidas	Naciones Unidas, NY	1999
<b>9</b>	Referente	Que las 'Rondas no son buenas'... La OMC y la Ronda de Doha: ¿proteccionismo vs desarrollo?	María Cristina Rosas (Coord.)	UNAM/SELA	2003
<b>10</b>	Referente	Reporte sobre el Desarrollo Humano 2003	PNUD	PNUD	2003

### **MBA: Economic Development concentration**

<b>Course name:</b> Promotion and Economic Development	<b>Course Code:</b> <b>EC506</b>
---	-------------------------------------

<b>Location in the curricular map:</b> Economic Development concentration
--

<b>Course description:</b> This course will help analyze the main tools of promotion and economic developmet, and at the same time represents the first module of the economic development educative program accredited by the Economic Development Council (IEDC) and the University of Oklahoma/Economic Development Institute
---

(/EDI)

**General learning outcomes:**

Students will acquire and apply the knowledge and basic tools of promotion and business development under a regional economic focus, that will permit them to understand the economic development processes and to perform with assurance and professionalism in all the activities of the local economy.

**Thematic Content**

<b>Themes and sub-themes of each unit:</b>	<b>Hours</b>
<p><b>1. Introduction to Economic Development.</b></p> <ul style="list-style-type: none"><li>1.1 Introduction to the Economic Development Program</li><li>1.2 Leadership of the businessman in the community</li><li>1.3 Professional development</li><li>1.4 Linkage with the governmental sector (Federal, state and city)</li><li>1.5 Strategic planning and economic development</li><li>1.6 Linkage with the community</li></ul>	<p><b>9</b></p>
<p><b>2. Recruitment and industrial expansion</b></p> <ul style="list-style-type: none"><li>2.1 Marketing the community</li><li>2.2 Prospecting</li><li>2.3 Applied Marketing (country, state, city)</li><li>2.4 Prospectación.</li><li>2.5 Technology as a Marketing tool</li><li>2.6 Retention and expansion of an existing business</li></ul>	<p><b>9</b></p>
<p><b>3. Finance and infrastructure</b></p> <ul style="list-style-type: none"><li>3.1 Infrastructure development</li><li>3.2 Financing for economic development</li><li>3.3 Planning of the use of real estate</li><li>3.4 Urban regeneration</li><li>3.5 Economic Geography</li><li>3.6 Rural and tourist development</li></ul>	<p><b>9</b></p>
<p><b>4. Economic Development Perspectives</b></p> <ul style="list-style-type: none"><li>4.1 Economic development in the global economy</li><li>4.2 Work force development</li><li>4.3 Industrial cooperation. Clusters</li><li>4.4 Economic development managerial organization</li><li>4.5 Economic development and enterprising</li><li>4.6 Innovation and development of small businesses</li></ul>	



## MBA: Economic Development Concentration

<b>Course name:</b> Economic and Industrial Promotion	<b>Course code:</b> EC507
--	------------------------------

<b>Location in the curricular map:</b> Economic Development concentration
--

<b>Course description:</b> This course boards the marketing and promotion of industrial economy, oriented toward a business retention and expansion in the regional economical environment, same that will help develop its competitiveness conditions in the global market.
---

<b>General learning outcomes:</b> Students will acquire and apply techniques and marketing tools and economic promotion that will make them participate in the development and strenght of the local economy.
--

### Thematic content

Themes and sub-themes of each unit:	Hours
<b>5. Marketing and Economic Promotion.</b> 5.1 General outlook of economic development marketing 5.2 The global economy 5.3 The role of public politics in economic dvelopment 5.4 Understanding the product 5.5 Target industries 5.6 The community image 5.7 Planning of identified markets	6
<b>6. Marketing tools and techniques. (Country, region, state, cities, product)</b> 6.1 Promotion 6.2 Marketing messages. 6.3 Marketing techniques 6.4 Criteria for the use of marketing techniques	6

<p>6.5 How to present the information.</p> <p>6.6 Public relations, promotion and marketing</p> <p>6.7 Evaluation of results</p> <p>6.8 Negotiation techniques</p> <p>6.9 How to design a marketing strategy</p> <p><b>7. Introduction to business retention and expansion.</b></p> <p>7.1 General Outlook of business retention and expansion</p> <p>7.2 How to create a business and expansion program</p> <p>7.3 Prospect planning and visits to companies</p> <p>7.4 How to apply economic development tools to business retention and expansion.</p> <p>7.5 Financing for business retention and expansion</p> <p>7.6 Technical assistance</p> <p><b>8. Business incentives.</b></p> <p>8.1 Incentive cost benefits</p> <p>8.2 Types of incentives</p> <p>8.3 Monitoring</p> <p>8.4 Incentive based performance</p> <p><b>9. Internacional business.</b></p> <p>9.1 Foreign missions</p> <p>9.2 Sources of information</p> <p>9.3 Monitoring results</p> <p><b>10. Promotion on the Web.</b></p> <p>10.1 Design of a web site</p> <p>10.2 Sources of information</p> <p>10.3 Geographic information system</p> <p><b>11. Niche development</b></p>	<p>6</p> <p>6</p> <p>6</p> <p>3</p> <p>3</p>
---	--

<p><b>Learning activities:</b></p> <ul style="list-style-type: none"> <li>• <b>In class activities:</b> <ul style="list-style-type: none"> <li>- Presentations by the instructor</li> <li>- Case discussions.</li> <li>- Guest speakers</li> <li>- Students' final projects presentations</li> </ul> </li> <li>• <b>Students' independent activities:</b> <ul style="list-style-type: none"> <li>- Previous readings.</li> <li>- Homeworks.</li> <li>- Exercises and practices.</li> </ul> </li> </ul>	<p>36</p> <p>60</p>
--	---------------------



- Research projects.	
----------------------	--

<p><b>Criteria and procedures of evaluation:</b></p> <ul style="list-style-type: none"> <li>• Final test</li> <li>• Homeworks and research projects</li> <li>• Final research project</li> <li>• Participation</li> </ul>
---

**Bibliography**

	<b>Type</b>	<b>Title</b>	<b>Author</b>	<b>Editorial</b>	<b>Year</b>
<b>1</b>	Working notebook	Economic Development Marketing	International Economic Development Council	IEDC	2002
<b>2</b>	Working notebook	Business Retention & Expansion	International Economic Development Council	IEDC	2002
<b>3</b>	Book	Marketing for results	Eric Canada	Chicago Spectrum Press	1995
<b>4</b>	Magazine	Economic Development Review	International Economic Development Council	IEDC	
<b>3</b>	Articles	Economic Development Commentary	International Economic Development Council	IEDC	

MBA: Economic Development concentration

<b>Course Name:</b> Economic Development Planning	<b>Course Code:</b> <b>EC508</b>
--	-------------------------------------

<b>Location in the curricular map:</b> Economic Development Concentration
--

<b>Course Description:</b> The course covers the study of the analysis and technical aspects as the foundation to do an economic development planning from the regional point of view, and the mechanisms that will help to develop a consensus for the strengthening of the local economy.
--

<b>General learning outcomes:</b> Students will learn and apply the tools and techniques of the economic development planning, they will execute actions plans from the starting point of a consensus vision regarding the regional economy potentials.
--

### Thematic Content

Themes and sub-themes of each unit:	Hours
<b>12. Diagnostic.</b> 12.1 Introduction to strategic planning 12.1.1 What is strategic planning? 12.1.2 The strategic planning process 12.1.3 Strategic planning cost 12.2 Local economic analysis 12.2.1 General overview. 12.2.2 Defining an economic jurisdiction/area 12.2.3 Institutional Capacity 12.2.4 Sources of Information 12.2.5 Local businesses prospectation 12.2.6 Focus groups  12.3 Evaluation of economic data 12.3.1 Setting data in a context	<b>10</b>

12.3.2 Economic base análisis 12.3.3 Local economic growth potential	<b>6</b>
<b>13. Strengths and weakness analysis</b> 13.1 General overview 13.2 Internal strenghts: strenghts and weaknesses 13.3 External strenghts: threats and opportunities	<b>6</b>
<b>14. Action plan preparation.</b> 14.1 Vision. 14.2 Mission. 14.3 Setting goals, objectives and strategies to obtain them 14.4 Identify and prioritize projects and programs 14.5 Action plan 14.6 Programs implementation 14.7 Correcting programs and consecutive efforts planning	<b>4</b>
<b>15. Consensus.</b> 15.1 General overview 15.2 Participation structure 15.3 Building consensus	<b>4</b>
<b>16. Evaluation.</b> 16.1 General overview 16.2 Evaluation techniques	<b>6</b>
<b>17. The state of Baja California, case study</b> 17.1 Economic development policy 17.2 Product- matrix 17.3 Clusters.	
<b>Learning activities:</b>	
<ul style="list-style-type: none"> <li>• <b>In class activities:</b> <ul style="list-style-type: none"> <li>- Presentations by the instructor</li> <li>- Case discussions.</li> <li>- Guest speakers</li> <li>- Students' final projects presentations</li> </ul> </li> </ul>	<b>36</b>
	<b>60</b>

<ul style="list-style-type: none"> <li>• <b>Students' independent activities:</b> <ul style="list-style-type: none"> <li>- Previous readings.</li> <li>- Homeworks.</li> <li>- Exercises and practices.</li> <li>- Research projects.</li> </ul> </li> </ul>	
--	--

<p><b>Criteria and procedures of evaluation:</b></p> <ul style="list-style-type: none"> <li>• Final test</li> <li>• Homeworks and research projects</li> <li>• Final research project</li> <li>• Participation</li> </ul>
---

### Bibliography

	Type	Title	Autor	Editorial	Year
1	Work notebook	Economic Development Planning	International Economic Development Council	IEDC	2002
2	Magazine	Economic Development Review	International Economic Development Council	IEDC	
3	Articles	Economic Development Commentary	International Economic Development Council	IEDC	
4	Presentation	Política Empresarial de Baja California	Secretaría de Desarrollo Económico	Gobierno del estado de B.C.	2004
5	Website	<a href="http://www.bajacalifornia.gob.mx">www.bajacalifornia.gob.mx</a>			

MBA: Economic Development concentration

<b>Course name:</b> Advanced Industrial Promotion	<b>Course code:</b> EC509
--	------------------------------

<b>Location in the curricular map:</b> Economic Development concentration
--

<b>Course description:</b>  Students will learn how to obtain a solid industrial promotion process. Through analysis of case studies they will learn how to apply the appropriate tools and techniques for a successful promotion
---

<b>General learning outcomes:</b> Students will strengthen their knowledge, applying techniques and tools to develop a successful industrial promotion in a regional economic environment for new business opportunities.
--

### Thematic Content

Themes and sub-themes of each unit:	Hours
<b>1. Introduction</b>	<b>3</b>
1.1 Industrial promotion and the economic regional activity	
1.2 Definition, nature, range and impact	
<b>2. The industrial promotion process</b>	<b>9</b>
2.1 Conceptual map	
2.2 Prospects sources	
2.2.1 Organizations: Bancomext, Commercial Assesors, CEDECO, CDIM, Otros (Nafin, Banks, etc.)	
2.2.2 Clients of existing enterprises. How to know this information?	
2.2.3 Industrial parks/Shelters	
2.2.4 Trade shows	
2.2.5 Magazines and other media	
2.2.6 Own resources: Internet webpage / Email; Standard y Poors / Directories	
2.2.7 Representantives /Advisers	
2.2.8 Brokers	

<ul style="list-style-type: none"> <li>2.3 Objective: from the sources to research <ul style="list-style-type: none"> <li>2.3.1 Collection of Basic information</li> <li>2.3.2 Determine a business feasibility</li> </ul> </li> </ul>	<b>8</b>
<ul style="list-style-type: none"> <li><b>3. Follow-up</b> <ul style="list-style-type: none"> <li>3.1 Follow-up system selection <ul style="list-style-type: none"> <li>3.1.1 A,B,C,D</li> <li>3.1.2 Suspect= S, Prospect = P, Hot Prospect = HP</li> </ul> </li> <li>3.2 Main inicial questions for a prospect</li> <li>3.3 Define the lead for a prospect</li> <li>3.4 Follow-up, different forms according to the stage and type of prospect.</li> <li>3.5 Importance of the prospect visit and the visit to his company</li> <li>3.6 Agendas preparations</li> <li>3.7 Main mistakes in business promotion and in the follow-up</li> <li>3.8 Organizations role in the follow-up <ul style="list-style-type: none"> <li>3.8.1 Respect to each Project leadership, not to confuse the prospect</li> <li>3.8.2 Institutional promotions</li> <li>3.8.3 Private promotions</li> </ul> </li> </ul> </li> </ul>	<b>4</b>
<ul style="list-style-type: none"> <li><b>4. Closing and final decision</b> <ul style="list-style-type: none"> <li>4.1 What to do when a location is favorable</li> <li>4.2 What should not influence the decision</li> </ul> </li> </ul>	<b>4</b>
<ul style="list-style-type: none"> <li><b>5. Implementation</b> <ul style="list-style-type: none"> <li>5.1 Starting operations</li> <li>5.2 What do organizations need to do at this stage <ul style="list-style-type: none"> <li>5.2.1 Attention to executives staying in the company</li> <li>5.2.2 Follow-up on pending details</li> <li>5.2.3 Welcome Wagon.</li> </ul> </li> </ul> </li> </ul>	<b>4</b>
<ul style="list-style-type: none"> <li><b>6. Performance Indicators</b> <ul style="list-style-type: none"> <li>6.1 How do you evaluate a promotor performance in the company. Examples: <ul style="list-style-type: none"> <li>6.1.1 Number of visits by amount of phonecalls</li> <li>6.1.2 Number of hot prospects by the amount of time</li> <li>6.1.3 Number of hot prospects by the amount of inicial contacts</li> <li>6.1.4 Number of inicial contacts by continuing prospects</li> <li>6.1.5 Prospecta by business field</li> <li>6.1.6 Prospects / Closed deals</li> </ul> </li> </ul> </li> </ul>	<b>4</b>
<ul style="list-style-type: none"> <li><b>7. Case study</b></li> </ul>	

**Learning activities:**

- **In class activities:** **36**
  - Presentations by the instructor
  - Case discussions.
  - Guest speakers
  - Students' final projects presentations
  
- **Students' independent activities:** **60**
  - Previous readings.
  - Homeworks.
  - Exercises and practices.
  - Research projects.

**Criteria and procedures of evaluation:**

- Final test
- Homeworks and research projects
- Final research project
- Participation

**Bibliography**

Throughout the course the instructor will provide bibliographic references. These references will be a complement to readings and presentations done by the students for each one of the themes.

## MBA: Economic Development concentration

<b>Course Name:</b> Laboratory of Private and Public infrastructure development	<b>Course Code:</b> EC510
---	------------------------------

<b>Location in the curricular map:</b> Economic development concentration
--

<b>Course description:</b>  Throughout the emphasis in regional economic development, this course will help students to develop and analyze the capacity and potential of public and private infrastructure.
--

<b>General learning outcomes:</b> The student will be able to evaluate conditions of the required infrastructure for economic development, and will participate in innovative outlines to help produce it in a more efficient, effective and timely form.
--

### Thematic Content

Themes and sub-themes of each unit:	Hours
<b>8. Introduction</b> 1.3 Definitions. 1.4 Importance.	<b>3</b>
<b>9. Infrastructure conditions evaluation</b> 9.1 Parameters 9.2 Communicatons (Land, air, sea, and telecommunications). 9.3 Energy (Electricity, gas, oil, etc.). 9.4 Drinking water (Storage and distribution systems) 9.5 Sewer systems and residual plants. 9.6 Disposition of solid waste. 9.7 Housing and real estate. 9.8 Freight services. 9.9 Social infrastructure (Health, education, social security).	<b>9</b>





MBA: Economic development concentration

<b>Course Name:</b> Relocation, Retention and Enterprises development	<b>Course Code:</b> EC511
--	------------------------------

<b>Location in the cuccircular map:</b> Economic development concentration
---

<b>Course Description:</b> Thoroughout this course the student will analyze different tools and techniques to learn how to conduct a successful retention and business expansion program, defining the alternatives and opportunities of location and relocation of diverse economic units.
--

<b>General learning outcomes:</b> The student will develop an evaluation skill to learn how to use the different location alternatives to produce a better impact in the profitability of a business, and how to participate in the negotiation, or implementation of an incentive system to help business retention.
--

### Thematic Content

Themes and sub-themes of each unit:	Hours
<b>13. Preliminary evaluation.</b> 1.5 Economic-technique feasability studies: What information is relevant for the location definition. 1.6 The Market studies: markets volume and size, growth potential, geographical distribution and other factors that influence in the location 1.7 Problem definition.	4
<b>14. Definition stage: systematic analysis.</b> 14.1 Location requirements 14.2 Sources of information. 14.3 Decision making for new installations 14.4 Relocation 14.5 Evaluation of location and relocation alternatives 14.5.1 Costs and investment. 14.5.2 Labor work conditions. 14.5.3 Sources fo raw material. 14.5.4 Change in market demands.	6

<ul style="list-style-type: none"> <li>14.5.5 Taxes.</li> <li>14.6 Qualitative factors. <ul style="list-style-type: none"> <li>14.6.1 Information Costs.</li> <li>14.6.2 Zone restrictions.</li> <li>14.6.3 Water, energy, etc dispositions</li> <li>14.6.4 Infrastructure</li> <li>14.6.5 Unions</li> <li>14.6.6 Community attitudes toward environmental pollution</li> </ul> </li> </ul>	
<p><b>15. Long range planning.</b></p> <ul style="list-style-type: none"> <li>15.1 Operate and maintain additional orders by means of sub-contracts</li> <li>15.2 Expansion of plant installations</li> <li>15.3 Close and sale the plant and relocate</li> <li>15.4 Location and profitability of economic units (Plant, warehouse, retail sales establishments, Service Centers and other economic untis)</li> </ul>	<b>4</b>
<p><b>16. Business retention and expansion, general outlook</b></p> <ul style="list-style-type: none"> <li>16.1 What is retention and business expansion and why this needs to be a core program.</li> <li>16.2 Diferences between retention and expansion, with attraction to business.</li> <li>16.3 Understanding and indentifying businesses problems.</li> </ul>	<b>4</b>
<p><b>17. Creating a business retention and expansion program</b></p> <ul style="list-style-type: none"> <li>17.1 Organizing the program (Local government, private sector, private-public organizations)</li> <li>17.2 Strenghts, opportunities and weaknesses analysis</li> <li>17.3 Action plan</li> </ul>	<b>4</b>
<p><b>18. Promotion visits and prospectation.</b></p> <ul style="list-style-type: none"> <li>18.1 Promotion and prospectation models</li> <li>18.2 Businesses and enterprises selection</li> <li>18.3 Sources of information</li> <li>18.4 Prospects questionnaires design</li> <li>18.5 Promoters training</li> </ul>	<b>4</b>
<p><b>19. Business retention and expansion tools.</b></p> <ul style="list-style-type: none"> <li>19.1 Retention and expansion marketing programs</li> <li>19.2 Clusters identification</li> <li>19.3 Creating location opportunities for retention and expansion</li> <li>19.4 Providing infrastructure</li> </ul>	<b>2</b>



## Bibliography

	<b>Type</b>	<b>Title</b>	<b>Author</b>	<b>Editorial</b>	<b>Year</b>
<b>1</b>	Working notebook	Business Retention & Expansion	International Economic Development Council	IEDC	2002
<b>2</b>	Working notebook	Economic Development Marketing	International Economic Development Council	IEDC	2002
<b>3</b>	Throughout the course the instructor will provide bibliographic references. These references will be a complement to readings and presentations done by the students for each one of the themes				

MBA: Economic Development Concentration

<b>Course Name:</b> Transcultural Management	<b>Course Code:</b> RI515
---	------------------------------

<b>Location in the curricular map:</b> Economic Development concentration
--

<b>Course description:</b> Thoroughout a comparative analysis of Asia, Europe, United States and Latin America regions, the course covers the transcultural nature from the starting point of the impact of culture in organizational development and its effects in communication and human resources management.
---

<b>General learning outcomes:</b> Students will develop skills and competencies needed to work in the internacional business environment, based on the cultural impact and the human resources management. They will also acquire a sensibility about the main issues of transcultural management, based on organizational behavior.
---

**Thematic Content**

<b>Themes and sub-themes of each unit:</b>	<b>Hours</b>
<b>1. Introduction. Individuals and organizations dynamics.</b> 1.1 Fundamental concepts 1.2 Organizational behavior system and models. 1.3 Foundation of communication. 1.4 Organizational culture. 1.5 Motivation, evaluation and leadership. 1.6 Participation and empowerment. 1.7 Problems between individuals and organizations. 1.8 Work teams. 1.9 Change management.	<b>6</b>
<b>2. Culture and Development.</b> 2.1 Culture makes always the difference. 2.2 Culture and values 2.3 Cultural dimensions at individual level.	<b>6</b>

<ul style="list-style-type: none"> <li>2.4 Cultural dimensions at organizacional level.</li> <li>2.5 Abilities.</li> <li>2.6 Attitudes.</li> <li>2.7 Knowledge.</li> <li>2.8 Culture and prosperity.</li> </ul>	<p><b>10</b></p>
<p><b>3. Comparative analysis of Asia, Europe, United Status and Latin America regions. Case study.</b></p>	<p><b>10</b></p>
<p><b>4. Human resources management in a transcultural context.</b></p> <ul style="list-style-type: none"> <li>4.1 Training for an exile job and/or incorporation of an expatriate to a working environment.</li> <li>4.2 The process of adaptation to live and/or interact in new cultural contexts</li> <li>4.3 Promote integration and good performance among multicultural working teams.</li> <li>4.4 Productivity and creativity improvement by means of an efficient intercultural communication</li> <li>4.5 Training and transcultural management</li> <li>4.6 Normative responsibility in a transcultural context.</li> <li>4.7 The impacto f culture in quality perception.</li> <li>4.8 Creation and sustentability of a business corporate culture that values and accept national and international diversity.</li> </ul>	<p><b>4</b></p>
<p><b>5. Transcultural Communication.</b></p> <ul style="list-style-type: none"> <li>5.1 Improving communication braking barriers affecting potencial development.</li> <li>5.2 International business face-to-face relationships.</li> <li>5.3 Effective and accepted methods of communication and negotiation .</li> </ul>	





<b>5</b>	Reference	Culture Matters. How values shape human progress	Lawrence E. Harrison, Samuel P. Huntington (Eds.)	Basic Books	2000
<b>6</b>	Reference	International dimensions of organizational behavior	Adler, Nancy	USA Wadsworth Co.	2000
<b>7</b>	Referente	Comunicación Intercultural	Hielen McEntee	McGraw- Hill	1998
<b>8</b>	Reference	Transnational Management: text, cases and readings in cross-border management	Christopher Bartlett Sumantra Ghoshal	McGraw- Hill	3ª Ed. 2000
<b>9</b>	Referente	Comportamiento Humano en el Trabajo	Keith Davis, John W. Newstrom	McGraw- Hill	10ª Ed. 1999
<b>10</b>	Website	International Journal of Cross Cultural Management			

**Programa: MBA, Technology Management Concentration**

<b>Course Name:</b> Technology Management	<b>Course Code:</b> <b>SI502</b>
--	-------------------------------------

<b>Location in the curricular map:</b> Technology Management concentration
---

<b>Course description:</b> This course describes the main topics of the information technology field with focus on management, providing technical and practical elements to obtain information systems that will provide support for the students.
--

<b>General learning outcomes:</b> The student will understand the impact and the benefits of the existence of information systems in a company, he/she will have the foundation and tools for strategic plan design and for the optimum use of technology in organizations.
--

**Thematic Content**

<b>Themes and sub-themes of each unit:</b>	<b>Hours</b>
<b>1. The information era.</b> 1.1 Information systems for business 1.2 Information systems strategic use 1.3 Information systems in business	<b>6</b>
<b>2. Information Technology.</b> 2.1 Information Technology in business: hardware. 2.2 Information Technology in business: software. 2.3 Information Technology in business: webs and tele-communications 2.4 Internet, intranets and extranets. 2.5 Data and knowledge management	<b>10</b>
<b>3. Information technology in administration.</b> 3.1 Information requirements for administrators 3.2 Organization of service and information systems. 3.3 International and inner-business information systems 3.4	<b>10</b>
<b>4. Planning, acquisition and control.</b> 4.1 Information systems planning	<b>10</b>

4.2 Development of systems	
4.3 Systems acquisition alternatives	
4.4 Control and security measures	



