AD1005
Management and Business Model Innovation

SPANISH

Course with project.
Course that incorporates the innovation, the creativity and the enterpreneurship.
Course in which it's recommended to incorporate the reflection on ethical dilemmas.
Creditable course by proficiency test
CIP: 520201 Business Administration and   **C-L-U:** 3-0-8
Management, General.

Academic department that offers it:

Management

Graduate Programs who offer them:

3 IBN11, 1 IMI11, 1 INT11, 2 ISC11, 2 ITC11, 2 ITIC11, 1 LAF11, 1 LCDE11, 1 LCMD11, 1 LCPF11, 1 LDN11, 1 LEM11, 1 LIN11, 1 LLN11, 1 LMC11, 1 LMI11, 1 LP 12, 1 LPL11, 1 LPM12, 1 LPO11, 1 LPS12, 1 LRI11, 1 LAC11, 1 LAE11, 1 LAS11, 1 LATI11, 5 LCE11, 1 LCS11
Certificates

Requirement:

None.

Equivalence:

AD1000

General aim of the course:

The student will be able to analyze and identify how the strategies for the management and business model innovation generate value in organizations. Students should also be able to understand the role of technology in order to respond with greater strategic flexibility to the ever-changing business environment.

Teaching and learning tecniques:

Collaborative learning

Bibliography:

TEXT BOOKS:
* Richard L. Daft y Dorothy Marcic, Introducción a la Administración, Sexta, CENGAGE Learning, 2009, Español, 9786074810325

BOOKS FOR CONSULTATION:
* Dodd, Pamela, Las 25 mejores herramientas y técnicas para administrar el tiempo: cómo hacer más sin volverse loco, México : Panorama, 2008, spaeng, 9789683817495
* Andriole, Stephen J., Best practices in business technology management, Boca Raton : CRC Press, 2009, 1420063332, 9781420063332
* Kinicki, Angelo., Management : a practical introduction, 4th ed., Boston : McGraw-Hill/IRWIN, 2009, 0073381489 (pbk. : alk. paper), 9780073381480 (pbk. : alk. paper)
* Chopra, Sunil, Supply chain management : strategy, planning, and operation, 4th ed., Upper Saddle, New Jersey : Pearson/Prentice Hall, 2010, 0136080405 (caja: encuadernado), 9780136080404 (caja: encuadernado)
* Laudon, Kenneth C., E-commerce : business, technology, society, 6th ed., Boston : Prentice Hall, 2009, 0136100570, 9780136100577
* Werna, Edmundo., Corporate social responsibility and urban development : lessons from the South, Basingstoke [England] ; New York : Palgrave Macmillan, 2009, 0230525326 (encuadernado : papel alcalino), 9780230525320 (encuadernado : papel alcalino)
* Nutt, Paul, Handbook of decision making, Hoboken, N.J. : Wiley, 2010, 9781405161350

* Gannon, Martin J., Understanding global cultures : metaphorical journeys through 29 nations, clusters of nations, continents, and diversity, 4a ed., Thousand Oaks, Calif. : SAGE Publications, 2009, 9781412957892
* Bateman, Thomas S., Management : leading & collaborating in a competitive world, 7th ed., Boston, Mass, : McGraw-Hill/Irwin, 2007, 0071105840, 007292330X (papel alcalino), 9780071105842, 9780072923308 (papel alcalino)
* Jones, Gareth R., Contemporary management, 6th ed., Boston ; México : McGraw-Hill/Irwin, 2009, 0071281053 (ed. internacional), 0073530433 (papel alcalino), 9780071281058 (ed. internacional), 9780073530437 (papel alcalino)
* Chiavenato, Idalberto., Innovaciones de la administracion., 5., Mc Graw Hill Interamericana Edito., 2010, 9786071502896

Professor´s profile:

Master Degree in Business Administration/Management; Master Degree in International Business/Trade/Commerce; Master Degree in Organizational Behavior Studies; Master Degree in Marketing; Doctoral Degree in International Business/Trade/Commerce; Doctoral Degree in Business Administration/Management; Doctoral Degree in Organizational Behavior Studies; Doctoral Degree in Marketing
CIP: 520201, 521101, 521003, 521401

Recommended Experience:
Minimum 2 years of teaching experience or at least 2 years of work experience at the managerial level.

Language of Instruction:

Spanish

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