



Course Information					
Code:	GES51055	Course:	ADMINISTRACIÓN PARA LOS NEGOCIOS		
Coordination Area / Program:	FAC. CC.EE. ADMINISTRACION			Mode: Presencial	
Credits: 04	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: 128
	H.Teoría	64	0	64	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: 2024-02	Start date and end of period: del 19/08/2024 al 08/12/2024				
Career: ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - COMUNICACIONES - DERECHO - INTERNATIONAL BUSINESS - MARKETING					

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
ARAUJO URRUNAGA, SANDRA GABRIELA	SARAUJOU@USIL.EDU.PE	09:00 a 18:00 hrs - Lunes a viernes	Facultad de Ciencias Empresariales

Instructors
You can check the timetables for each teacher in their INFOSIL in the Classes Development Teachers option Teachers .

Course Overview
The Business Administration course is a specific training subject, it contributes to the development of the generic entrepreneurship competence and the technical competence of the career through the elaboration of a business plan, It includes the development of the following thematic axes: Fundamental concepts of business, the business process, the business plan structure and how they connect with the different areas of an organization. The creditable product of the course is the business plan

Professional/General Competences

Career / Program	Code	Competition Level	Expected learning
	Name of the competition		
ADMINISTRACION ADMINISTRACION EN TURISMO COMUNICACIONES DERECHO INTERNATIONAL BUSINESS	CG4: Resource management	N1 Recognizes management theory and its components in an applied way to understand business logic	<ul style="list-style-type: none"> Understand the importance of business management for the success of organizations, through the analysis of case studies and real examples of the application of management theory in business practice
MARKETING			<ul style="list-style-type: none"> Analyzes the foundations and components of business management, taking into account the management process

and its application in business practice

- Establishes key and measurable business objectives, based on the results of market research and economic analysis

- Identifies and evaluates market opportunities and risk, taking into account business management tools to make informed and accurate decisions

General Course Result	Unit Result
<p>At the end of the course, the student, learns the importance of business management, management theory and its components, the opportunities offered by marketing, the main functional areas of a company, as well as the basic concepts of accounting and finance in an applied manner through the analysis of case studies, showing their strategic analysis skill through the presentation of a business plan</p>	<p>1. At the end of the unit, the student learns the importance of business management for the success of organizations, through the analysis of case studies and real examples of the application of management theory in business practice</p> <p>2. At the end of the unit, the student understands the opportunities offered by Marketing, as well as the study of the main functional areas of a company and understand its functioning from the inside.</p> <p>3. At the end of the unit, the student will learn the components of business management by analyzing the fundamental role played by the Marketing and Operations area, will recognize market opportunities and risks by analyzing consumer behavior, to make informed and accurate decisions with the basic concepts in accounting and finance and their application through exercises.</p>

Development of activities		
<p>Unit Result 1: <i>At the end of the unit, the student learns the importance of business management for the success of organizations, through the analysis of case studies and real examples of the application of management theory in business practice</i></p>		
<p>Session 1: <i>At the end of the session, the student understands the ideas that allow him/her to learn about business management through the analysis of real examples of business practice</i></p>		<p>Semana 1 a 3</p>
Learning Activities	Contents	Evidence
<p>Formulate business ideas. Learn about the CANVAS business. Knows the characteristic of a manager and context of entrepreneurship. Identify direct and indirect competitors. Learn to identify business opportunities. Learn how to perform a PESTEL and SWOT analysis. Qualified Practice N°1.</p>	<p>Idea and business plan Business model competitors Managers and entrepreneurs Business environment and opportunities</p>	<p>Presentation of group assignments Reading control Business plan progress presentation Qualified Practice N°1</p>
<p>Session 2: <i>At the end of the session, the student understands the ideas that allow him/her to learn about the entrepreneurial process, as well as the opportunities offered by marketing</i></p>		<p>Semana 4 a 6</p>
Learning Activities	Contents	Evidence
<p>Learn how to write goals. Learn how to segment the market to</p>	<p>Planning Fundamentals. Marketing Plan: Market Segmentation.</p>	<p>Presentation of group assignments. Reading control.</p>

define a Target Market. Understand the importance of a correct organizational design. Analyze the Value Package.	Fundamentals of Organization. Marketing Plan: Product. Fundamentals of Management.	Business Plan progress presentation.
Unit Result 2: <i>At the end of the unit, the student understands the opportunities offered by Marketing, as well as the study of the main functional areas of a company and understand its functioning from the inside.</i>		
Session 3: <i>At the end of the session, the student understands the ideas that allow him/her to learn about the components of management, as well as recognize opportunities offered by Marketing, through the analysis of real examples of business practice.</i>		Semana 7 a 8
Learning Activities	Contents	Evidence
Learn about the Administrative process: Control, its definition and importance, approaches and tools for control. Recognizes the pricing variable in the Marketing Plan. Recognizes the importance of what factors are considered to set pricing strategies. Knows the customer's perceptions of value. Recognizes in the Marketing Plan, the variable Promotion: Communication mix social media marketing and mobile marketing. Recognizes in the Marketing Plan, the variable: Place. Knows about the variable of: Place, its advantages and disadvantages.	Explanation of the control process, definition and importance. Control process, approaches and tools. Marketing Plan for your Business Plan. Marketing Plan: Price. Marketing Plan: Promotion. Marketing Plan: Place.	Presentation of group assignments. Reading control. Business Plan progress presentation.
Session 4: <i>At the end of the session, the student understands the ideas that allow him/her to learn about the components of management through the study of the functional area of Hua Resources, as well as recognize opportunities offered by Marketing, through the analysis of real examples of business practice.</i>		Semana 9 a 11
Learning Activities	Contents	Evidence
Evidence of progress on the Business Plan. Reinforces knowledge of Units 1 and 2 of the course. Learn about the administrative process: Organizational Plan. Knows elements of organizational design. Learns about the HR Plan. Learn about the concept of Social Responsibility (SR) and its importance and impact on organizations. Qualified Practice N°2	Presentations of the progress of your creditable product - Business Plan. Review of administrative processes: Planning, Direction and Control. Functional areas: Organizational Plan and HR Plan. Concept of Social Responsibility (SR). Importance of SR in companies and organizations.	Presentation of group assignments. Reading control. Presentation of progress of the Business Plan. Qualified Practice N°2.
Unit Result 3: <i>At the end of the unit, the student will learn the components of business management by analyzing the fundamental role played by the Marketing and Operations area, will recognize market opportunities and risks by analyzing consumer behavior, to make informed and accurate decisions with the basic concepts in accounting and finance and their application through exercises.</i>		
Session 5: <i>At the end of the session, the student will understand the components of business management and the fundamental role of the operations area and the supply chain, will recognize market opportunities and risks by analyzing consumer behavior</i>		Semana 12 a 14
Learning Activities	Contents	Evidence
The main factors that determine a consumer's purchasing behavior are analyzed. Case studies are presented on the requirements that a business and its area of operations may have, practical examples of the factors that influence. Consumer behavior is	Business Plan -Start-up: requirements, costs, implementation, operations. Functional Areas: Marketing (Consumer Behavior). Functional Areas: Operations and Production.	Operations Management Group Infographic. QUALIFIED PRACTICE 3.

developed. QUALIFIED PRACTICE 3.		
Session 6: <i>At the end of the session, the student supports the business plan, applying the theory learned in all functional areas to his or her Final Project.</i>		Semana 15 a 16
Learning Activities	Contents	Evidence
Present a Word document that includes all the functional areas of a company, as applied to its final Work	Presentations. Accredited product of the course - Final Work.	Presentation of the Final Word, answer the teacher's questions about your Final Work.

Methodology
The course will be developed based on the following methodologies: Collaborative and participatory learning, in addition to the review of case studies, these methodologies will be used for the student to integrate and participate, which will not only benefit him personally, but will also enrich the entire class and his work group. The indicated methodologies will be used for the development of the course in face-to-face mode. The teacher will guide his teaching in such a way that students can understand the concepts in a clear and evident way, or in a sequential and logical way.

Assessment System				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Evaluación Permanente	70%			
Promedio de Evaluaciones	100%			
Evaluación 1	35%	Activities (concept maps and/or infographics, forums, assignments, etc.) from week 1 to week 7. Corresponds to autonomous learning.	Semana 9	No
Evaluación 2	30%	Composed of three (3) qualified practices. IMPORTANT: The PC with the lowest note is cancelled.	Semana 13	No
Evaluación 3	35%	Activities (concept maps and/or infographics, forums, papers, etc.) from week 8 to week 14. Corresponds to autonomous learning. Presentations of creditable product of the course.	Semana 15	No
Evaluación Final	30%		Semana 16	No

Attendance Policy	
Total Percentage Absences Permitted	30%
Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).	
In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.	

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Basic Required Reading

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| <p>[1] Robbins, Stephen P., (2018). <i>Administración</i> /. (13a ed.). Pearson Educación,. Biblioteca Fernando Belaunde Terry</p> <p>[2] Kotler, Philip (2017). <i>Fundamentos de marketing</i> /. (13a ed.). Pearson Educación,. Biblioteca Fernando Belaunde Terry</p> <p>[3] Rojas Noa, Fany, (2019). <i>Contabilidad para todos</i> /. (1a ed.). Universidad San Ignacio de Loyola,. Biblioteca Fernando Belaunde Terry</p> |
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References Supplementary

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| <p>[1] Daft, Richard L. (2010). <i>Introducción a la administración</i> /. (6a ed.). CENGAGE,. Biblioteca Fernando Belaunde Terry</p> <p>[2] Coronel, J. (2022). Percepción de los estudiantes universitarios sobre el uso de la Inteligencia Artificial en los procesos de reclutamiento y selección de personal. https://doi.org/10.56216/radee012022jun.a03</p> <p>[3] Nihal ahmed, Franklin Arreche, Ester Sáenz, Rcardo Cosío, Jorge Javier, Susana Silvera, Józef Ober y Ana Kochmanska (2023). Natural disasters and energy innovation: unveiling the linkage from an environmental sustainability perspective. . https://www.frontiersin.org/articles/10.3389/fenrg.2023.1256219/full</p> |
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Prepared by:	Approved by:	Validated by:
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Date: 21/06/2024	Date: 21/06/2024	Date: 28/06/2024