



**NATIONAL UNIVERSITY OF ENGINEERING**  
**COLLEGE OF PETROLEUM AND PETROCHEMICAL ENGINEERING**  
**PETROLEUM ENGINEERING PROGRAM**

---

**EP407 – BUSINESS ADMINISTRATION**

**I. GENERAL INFORMATION**

<b>CODE</b>	: EP407 Business Administration
<b>SEMESTER</b>	: 7-10
<b>CREDITS</b>	: 3
<b>HOURS PER WEEK</b>	: 4 (Theory – Practice)
<b>PREREQUISITES</b>	: PE221 General Economy and Petroleum Economics
<b>CONDITION</b>	: Elective

**II. COURSE DESCRIPTION**

At the end of this course, students will be able to: Apply basic knowledge of management science to organizational analysis, showing development of their conceptual abilities to participate in the solution proposal for the different phases of administrative process, be aware of the strategic administration for the short and long term business development. This course deals with the following subjects: the concept of administration as management process: nature of business. The concept of administration and organization. Administration functions: planning, organization, direction and control. Strategic administration: Formulation of strategies. External and internal assessment. Implementation of strategies. Aspects of marketing, finance and accounting. Research, development and systems of management information. Review, assessment and strategy control. Administration of global strategies.

**III. COURSE OUTCOMES**

1. Understand the nature, functions and historical evolution of administration belonging to a changing environment.
2. Acquire a clear understanding of planning process and decision making, knowing their techniques and restrictions.
3. Efficiently know, distinguish and apply direction, organization and entrepreneurial control processes through analysis of cases to train students in the conducting, resources assignment and design abilities.

**IV. LEARNING UNITS**

**1. ADMINISTRATION AS MANAGEMENT PROCESS / 16 HOURS**

Administration / Organizations / Managers / Management abilities / general and organizational performance / Administrative theory development / Administration schools and theories / Ethical and social responsibilities of organizations / Values, rights and obligations / Moral rules / Application of ethics.

Organizational culture / origin of culture / Culture learning and support / Environmental care culture.

Nature of enterprise / Definition, types / Efficiency, effectiveness, productivity, quality and competitiveness. Competitive product.

## **2. ADMINISTRATION FUNCTIONS / 20 HOURS**

Decision making / Planning / Organizations / Organizational structure / Organizational design / Types of structures / Learning organization / Power and authority distribution / Centralization and decentralization / Organizational change and innovation / Creativity and innovation / Direction / Motivation / Leadership / Organizational communication / Information technology / group behavior / teams / Control / Organizational performance.

## **3. STRATEGIC ADMINISTRATION / 8 HOURS**

Strategic administration / Formulation of strategies: vision, mission, values, objectives, types of strategies. External and internal assessment / Strategy implementation / Issues related to marketing, finance and accounting, research and development, and management information systems. Strategy review, assessment and control.

## **4. GLOBAL STRATEGIES ADMINISTRATION / 12 HOURS**

Global strategies administration / Global megatrends / Challenges and problems that organizations face nowadays / New ways of administrating organizations / World Trade Organization / Multinational and transnational companies / Exportation and importations / Licenses / Franchise / Joint venture / free trade agreements / Benchmarking / Reengineering / Downsizing / Outsourcing / Brand value / Balance Score Card.

## **VI. METHODOLOGY**

Motivation, explanation, reflection and exemplification as well as debates, dialogs about cases and subjects presented will be employed, problem-type exercises will be performed to reinforce teaching.

## **VII. EVALUATION FORMULA**

The average grade PF is calculated as follows:

$$PF = (EP + EF + (P1+P2+P3+TP)/4 + TI)4$$

EP: Mid-Term Exam

EF: Final Exam

TP: Practical work

P#: Quizzes

TI: Research paper

## **VIII. BIBLIOGRAPHY**

1. **HELLRIEGEL/JACKSON/SCOLUM**  
Competency-based Management (Spanish)  
Thomson – Learning, 9<sup>th</sup> edition, Mexico (2002)
2. **ROBBINS/COULTER**  
Administration (Spanish)  
Prentice Hall Editorial 8<sup>th</sup> Edition, Mexico (2005)
3. **FRED R. DAVID**  
Concepts of Strategic Administration (Spanish)  
Person – Prentice Hall, 9<sup>th</sup> Edition, Mexico (2003)