



UNIVERSIDAD AZTECA
INTERNATIONAL NETWORK SYSTEM

Course Catalog

PhD in Administration

2010 - 2011

**UNIVERSIDAD AZTECA AUTHORITIES
UNIVERSITY CHANCELLOR**

Mtro. Agustín López González Pacheco
Rector magnifico



"La Universidad Azteca será lo que tu quieras ser"

Mensaje del Rector



Te doy la más cordial bienvenida a tí, que te interesa ser alguien en esta vida. A tí, que no estás satisfecho con lo que sabes, conoces y vives. A tí, que anhelas conocer la cultura, arte y conocimientos universales, y lograr así tu plena realización personal, entendiendo que tu formación y conocimiento debe ser el del ciudadano del mundo.

Tu interés se manifiesta al visitar nuestra página y tratar de conocer nuestra Universidad cuya esencia la quiero resumir en los siguientes conceptos:

Nuestra Universidad es consciente de la elevada dignidad de la persona humana y promueve, por muy diversos medios, el desenvolvimiento y enriquecimiento de la personalidad; la adquisición de los hábitos intelectuales precisos para encontrar la verdad, profundizar en ella, comunicarla a los demás y contrastar pareceres en el curso del diálogo; enseña a poner en juego las capacidades personales en un trabajo ordenado e intenso; profesa absoluto respeto por la conciencia de cada uno; impulsa la creatividad y el espíritu de iniciativa y trata de educar en el recto sentido de la libertad; tiene en el punto central de todas sus actividades, el servicio a las personas individualmente, consideradas como miembros de una sociedad, estimulando el afán de servicio recíproco, de comprensión mutua, de cordial convivencia y solidaridad universal, coadyuvando a hacer hombres y mujeres de criterio recto y buenos ciudadanos que logren la trascendencia de nuestro querido México.

UNIVERSIDAD AZTECA



Filosofía Institucional: La Universidad Azteca basa su razón de ser en una línea de pensamiento humanista, de inspiración Católica, fundamentada en los principios del evangelio y en la obra de San Juan Bautista De La Salle.

Misión: La Universidad Azteca es una Institución de Educación Media Superior y Superior, Humanista, Católica, e inspirada en la Vida de San Juan Bautista De La Salle, que tiene como misión la realización integral del ser humano, formando personas con valores y alto nivel académico capaces de promover el entorno del cual forman parte.

Visión: La Universidad Azteca debe ser un factor decisivo en el desarrollo económico, político, social y cultural de México, a través de sus servicios educativos, en sus diferentes modalidades, buscando la excelencia de sus egresados para que produzcan cambios significativos en el conocimiento científico y tecnológico, comprendiendo su entorno social y capaces de luchar por la verdad, manteniendo un espíritu de superación y servicio.

Proclamamos la trascendencia personal y social de la Universidad.

Considerando la institución universitaria como instrumento decisivo para el desarrollo moral, intelectual y cultural de las personas, así como, para el progreso científico y tecnológico de los pueblos. Considerando que su principal misión es ser formadora de seres humanos armónicamente desarrollados. Considerando a la Universidad como el instrumento más idóneo para lograr un desarrollo humano sostenible. Admite y hace propio el enunciado de De La Isla:

"Se ha de educar para el futuro. Es decir, para siempre. Y se educa para siempre cuando se logra que el estudiante aprenda el oficio más importante y más difícil, el oficio de ser hombre; cuando se logra que el estudiante se comprometa desde su convicción más profunda con su desarrollo personal, con su sociedad y con su historia".

Amor a la verdad.

La Universidad considera como su actividad profesional la búsqueda y enseñanza de la verdad manifestada en cada ciencia y conocimiento adquirido.

El amor a la verdad, lleva al universitario a rechazar el error, las afirmaciones infundadas, la intencionada ambigüedad, el sofisma. Y esto no sólo en el propio campo de la dedicación científica y profesional, sino en todos los aspectos de la vida.

El falsear la verdad científica es un delito hacia la humanidad. El falsear la verdad histórica con intereses de muy diversas índoles, es un crimen hacia la persona humana.

Las verdades más profundas, trascendentes, que se refieren a los deberes y derechos de la persona, al sentido de la vida y de la sociedad, a la moral, la justicia y la equidad, etc., dan lugar a convicciones sólidas y suponen un compromiso permanente para la propia conducta personal y social, que no debería ser traicionado jamás.

Así pues, frente a una cultura que defienda la imposible neutralidad axiológica, la falsedad, la mentira, la hipocresía, el engaño, la corrupción, la Universidad alienta una educación orientada y comprometida con la verdad. Solamente haciéndonos paladines de la verdad, lograremos la realización de nuestro ideal: "Un México Trascendente".

Proclamamos que la libertad es el alma de la vida universitaria, sin la que no se puede realizar tarea educativa alguna.

Buscamos formar hombres y mujeres cabales, profesionistas, competentes y personas íntegras, procurando que la libertad se manifieste plenamente en todas nuestras acciones educativas.

Espíritu universitario: El quehacer universitario, como cualquier otro quehacer humano, responde a un espíritu que viene a ser su principio, lo que le confiere su carácter propio, su esencia. Con la expresión "espíritu universitario", se pretende decir algo más profundo que lo que podría significar un estilo, un modo de ser, una práctica usual o una forma de comportarse del universitario.

J.C.I.

Nuestro espíritu universitario se centra en la persona humana, considerando al ser humano como cuerpo y espíritu, como ser inteligente y libre, dueño de sus actos, llamado a ejercer un uso responsable de la naturaleza, con un destino superior que le trasciende, sujeto de derechos inalienables; con aspiraciones genuinas, a la verdad, al bien, a la belleza, a la justicia y al ejercicio de su libertad.

DIRECTOR & CHAIR INTERNATIONAL PROGRAMS

Ricardo R. Saavedra Hidalgo, CNC, BS, M.Ed. PhD,

Division for International Graduate, Postgraduate & Vocational Programs

Canada * USA * Europe * Asia * Latin America * United Arab Emirates * India * Saudi Arabia



Dr. Saavedra is the Director and Legal representative of "**Universidad Azteca International Network System**" and Founder and General Director of "**Pro-Innovación Soluciones SC**", a consulting firm that provides service to transnational corporations, universities, governments and organizations in different countries like Mexico, United States, European Union, Malaysia, China, Taiwan, Bolivia, Peru, Honduras, Dominican Republic, Nicaragua and Costa Rica.

He has more than 19 years of experience as business consultant, with several executive positions worldwide. He has implemented successful operation in national and international companies and organizations. Dr. Saavedra has been the precursor of the creation of an international network of universities acting as Advisor for Organizational Development.

He has implemented educational technology, successful administrative design, application of acceleration models and innovation, setting out diagnosis and design of organizational structure. He has also created maps of leadership and integration of effective corporate team work.

Dr. Saavedra was invited to speech at the **Forum Internacional de las Culturas 2007** event that joined scholars worldwide. He is a consultant member for United Nations for more than 9 years; he also collaborates with UNESCO and DPI NGO Section at UN.

Dr. Ricardo Saavedra holds a Bachelor Degree in Sciences, Master Degree of Education and Doctor of Philosophy in Psychology & Organizational Leadership.

UNIVERSIDAD AZTECA
SCHOOL OF ENVIRONMENTAL AND WASTE MANAGEMENT

DEAN

Prof. Dr. Gerhard Berchtold, PGDipEDM, MBA, MPA, MA, LL.M, PhD

Dean of European Programs & School of Environmental and Waste Management



Gerhard Berchtold, is Director of Business School Direct, Innsbruck, Austria, the European Branch Campus Dean and representative of Universidad Azteca de Chalco, an Austrian scholar, management consultant, environmental policy advisor and businessman he is experienced in higher education provision and management.

He is a full professor with Universidad Azteca de Chalco, and examinations developer for WWEDU World Wide Education in Austria. Since the 1980ies, Professor Berchtold has held a wide range of professional management and policy management experience, as well as distance education management and lecturing, research and consulting experiences.

He has served the Austrian national Parliament and the European Parliament as consultant and assistant, was a full-vote member of the Austrian Superfund Commission (Altlastensanierungskommission), he used to be the administrative and political director of a fraction of the Tirol State Legislature. He has won awards including the Austrian annual prize for environment and public administration proposals, *Oekomanager 2000*, and is also a Salzburg Seminar alumnus (Environment and Diplomacy, 1994). He has published numerous publications and contributed substantially to both, international business at the operational level in terms of projects, facilities and technologies.

Professor Berchtold is a waste management entrepreneur and consultant since the late 1980ies and an elected representative of the branch of Waste and Waste Water Management in the Tirol State Economic Chamber since 1995, and headed the legislative working group of the branch of Waste and Waste Water Management in the Federal Economic Chamber of Austria 2000-2005.

WELCOME MESSAGE

Universidad Azteca de Chalco International Programs developed a PhD in management degree curriculum tailored to meet the varying needs of students from around the world and various sectors of management and leadership. Azteca's International Division was established to provide students with a means to pursue a superior comprehensive education from anywhere, at any time, without interruption.

On December 16th 2009 Universidad Azteca and EBC Entrepreneurship Business College invited to the *Centro Universitario* in Mexico City to give a presentation of the launch of the Executive MBA program (*Maestría Ejecutiva de Negocios, Ex MBA*) and the consecutive doctorate **PhD in Business Administration** endorsed and supported by the Mexican Ministry of Economy (Secretaría de Economía). The program aims at creating innovation through practical business education and a project case-study. In my address I had the opportunity to highlight the important contribution and opportunities of continuous innovation processes, the role of SME's and the relevance of highly trained business executives at the MBA level by applying e-learning and distance education in a transnational education environment.

At the given English version of the PhD in Business Administration program, we welcome all individuals interested in pursuing a career in management to join our student community. As a student you will receive an excellent professional and scientific education, preparing you to meet the current international trends and requirements of sound management.

This brochure provides an overview of Universidad Azteca de Chalco PhD in Administration degree program in English. If you have questions not addressed in this brochure, or if you need additional information, please contact us by email at: europe@universidadazteca.edu.mx

We look forward to you joining us at the Universidad Azteca management program.

Sincerely,

Gerhard Berchtold

Dean of European Programs

School of Environmental and Waste Management

Universidad Azteca de Chalco

FACULTY & ADMINISTRATORS

UNIVERSITY INTERNATIONAL STAFF

Mtro. José Agustín López González Pacheco. Rector (Chancellor)
Lic. Miguel Agustín López Reyes, Vice-Rector (Vice-Chancellor)
Ing. Fernando De Dios Urteaga, Director Administration & Finance
Dr. Ricardo R. Saavedra Hidalgo, Chair & Director of International Programs
Lic. Francisco Lopez Zenteno, Administrative Director
Lic. Daniel López, Operations & Logistics
Lic. María Elena Brito Romero, Coordinator International Programs
Lic. Pierre Bernard Mbimi. Academic Director
Lic. Leticia Pasi3n Nava. Subdirecci3n Acad3mica
Prof. Dr. Dr. Gerhard Berchtold, PGD, MBA, MPA, LLM, Dean of European Programmes
Prof. Mag. Dr. Christa Zuberb3hler, MSc, MBA, MPA, Dean of Branch Campus Leobersdorf, Austria
Prof. Gabriel Kovac, PhD, Dean of English Language Psychology Programmes
Prof. Dipl.-Psych., Dipl.-Soz. Nandana Nielsen, Dean of German language Coaching Programmes
Prof. Dipl.-Psych., Dipl.-Soz. Karl Nielsen, Dean of German language NLP Programmes
Prof. MMag. Dr. Mario Art, MSc, MBA, Dean of German language programmes in Economics and Financial Management
Dipl.-Ing. Dr. Peter Hodecek, MBA, Assistant Professor (Waste Management)
Dipl.-Ing. Dr. Helmut Ogulin, MBA, Assistant Professor (Waste Management)
Prof. DDr. Eszter G. Banffy, Dean of German language Social Counseling and Rehabilitatory Psychology (Complex Perception Therapy acc. to Banffy) Programmes
Prof. Lic. Dr. Michael Sageder, MBA, Director Bio-Energetics Branch Campus Aurach
Charlotte Sengthaler, Director of German language Health Sciences Programmes
John Stampfli, PhD Dean of International Commerce Security Programmes (CTS)
Jerry Peck, MSc Deputy Director of International Commerce Security Programmes CTS
Zemeer Nayar Padikkal, Coordinator United Arab Emirates Studies
Dr. Ikram ul Haq Choudhar, Coordinator for Economics Pakistan Region
Prof. Lucio Mart3nnez Villalobos, Direction of Languages Department
C. Adriana Guti3rrez Herrera. University National Extensions
Lic. Sonia C3rdenas S3nchez. Director for Psychology and Pedagogy Department
Mtro. Iv3n Torres Castillo. Director Architecture Department
Lic. Jos3 de Jes3s De La O Mercado, Coordinator Administration & Economics Dept.
Lic. Oscar Espinosa Olvera, Office of the Registrar
C.P. Patricia Pasi3n Nava, Accounting
C. Gabriela Araiza. Administration
Pst. Guillermina S3nchez S3nchez, National Public Relations
C. On3simo W. Espinosa Casta3eda, Workshops & Continuing Education Programs
Pst. Leticia Hilari3n. Planning & Budget
C.P. Juan Carlos Gonz3lez Cuevas, Administrative Services
Pst. Jos3 Alberto Vargas Luna, Human Resources
Pst. David Cano Sandoval. Technology & Information Systems
Pst. Miriam Ram3rez Torres, Rectory Assistant
Profa. Ver3nica Zarate S3nchez, Director Campus Los Reyes
C.P. Jes3s P3rez Albarr3n. Administrator Campus Los Reyes

ACCREDITATION

Universidad Azteca de Chalco, Centro de Estudios Superiores Azteca is a Private University with Recognition of the Official Validity of Studies awarded by the federal Secretary of Education (Institución Particular, con Reconocimiento de Validez Oficial de Estudios (RVOE) ante la Secretaría de Educación Pública (SEP) de los Estados Unidos Mexicanos), accredited by the Federal Ministry of Education of the Republic and recognized by the Federal Government (SECRETARIA DE EDUCACION PUBLICA, SEP) to award University degrees, under Legal Registration No. 15-00084.

According the Mexican Higher Education laws Universidad Azteca de Chalco is authorized to award degrees with RVOE and own academic and professional higher degrees of the university (grados propios).

The postgraduate doctoral research degree is an own degree awarded by the accredited University in accordance with Article 59 of the General Law of Education of the Republic of Mexico.

Acuerdo de Registro de Establecimiento Educativo, 9 de abril de 1999, No. 15-00084: inscribese en la Sección Primera del Libro 71-VIII de Instituciones Educativas, a foja 129, como una Institución Particular con Reconocimiento de Validez Oficial de estudios otorgado por la Dirección General de Educación Superior de la Subsecretaría de Educación Superior e Investigación Científica de la SEP.

Official notification of the Registry of Educational Establishments, 9 April 1999, No. 15-00084: registered in the first section of the Book 71-VIII of Educational Institutions, on page 129, as a Private Institution with Recognition of the Official Validity of Studies, awarded by the General Directorate of Higher Education of the Sub-Secretary of Higher Education and Scientific Research of the Secretary of Public Education SEP.

Offizielle Verlautbarung des Registers der Bildungs-Institutionen, 9. April 1999, Nr. 15-00084: eingetragen im ersten Abschnitt des Buches 71-VIII von Bildungs-Institutionen, auf Seite 129, als eine Private Bildungseinrichtung mit Anerkennung der Offiziellen Validität von Studien, ausgestellt von der Generaldirektion für Höhere Bildung des Staatssekretariats für Höhere Bildung und Wissenschaftliche Forschung des Ministeriums für Öffentliche Bildung SEP.

Dictamen de Registro de Establecimiento Educativo, 9 de abril de 1999: que la Institución Educativa cuenta con autorización para impartir estudios de tipo Superior; que el Plantel Educativo SÍ podrá expedir títulos y grados de conformidad a lo establecido en el artículo 60 de la Ley General de Educación y 18 de la Ley para la Coordinación de Educación Superior.

Decree of the Registry of Educational Establishments, 9 April 1999, No. 15-00084: that the Educational Institution has an authorization to conduct studies of the type "Superior"; that the Educational Centre can award titles and degrees in conformity with those established in Article 60 of the General Law of Education and 18 of the Law for the Coordination of Higher Education.

Bescheid des Registers der Bildungs-Institutionen, 9. April 1999, Nr. 15-00084: dass die Bildungs-Institution autorisiert ist, Studien des Typs "Tertiär" durchzuführen; dass die Bildungseinrichtung Titel und akademische Grade in Übereinstimmung mit jenen verleihen kann, die gemäß Art. 60 des Allgemeinen Gesetzes über die Bildung und 18 des Gesetzes über die Koordination der Höheren Bildung vorgesehen sind.

Escuela o Centro de Trabajo

Clave del CT: 15PSU2215B

Estatus: CENTRO DE TRABAJO ACTIVO

Nombre del CT: CENTRO DE ESTUDIOS SUPERIORES AZTECA / UNIVERSIDAD AZTECA *

Nombre del director: MTRO. AGUSTIN LOPEZ Y GONZALEZ PACHECO

Servicio

Tipo: EDUCACION SUPERIOR

Nivel: LICENCIATURA y POSGRADOS

Subnivel: UNIVERSITARIA

Control administrativo

Control: PRIVADO

Subcontrol: PARTICULAR

Sostenimiento: PARTICULAR

Dependencias

Normativa: DIRECCION GENERAL DE EDUCACION SUPERIOR UNIVERSITARIA

Operativa: DIRECCION GENERAL DE EDUCACION SUPERIOR UNIVERSITARIA

* The term „Universidad“ is a legally protected denomination and reserved for those postsecondary institutions of higher education, offering at least five officially recognised Licenciado (Bologna system Master-level) or postgraduate degree programmes, in at least three study areas, including arts (humanities).

Der Begriff „Universidad“ ist in Mexiko gesetzlich geschützt und jenen postsekundären Bildungseinrichtungen vorbehalten, die mindestens fünf offiziell anerkannte Licenciado Diplomstudien oder postgraduale Studien anbieten und das in mindestens drei Fachbereichen, von denen einer Geisteswissenschaften sein muss.

Acuerdo n° 279/2000

Artículo 26.- La autoridad educativa vigilará que las denominaciones de los establecimientos de educación superior:

I. Eviten confusión con las denominaciones de otras instituciones educativas;

II. Omitan utilizar la palabra "nacional";

III. Eviten la utilización de los términos autónoma o autónomo, por corresponder a instituciones de educación a las que se les haya reconocido esa naturaleza, en los términos de la fracción VII del artículo 3o. de la Constitución Política de los Estados Unidos Mexicanos, y

IV. Omitan utilizar el término "universidad", a menos que ofrezcan por lo menos cinco planes de estudios de licenciatura, o posgrado, en tres distintas áreas del conocimiento, una de las cuales deberá ser del área de humanidades.

The PhD in Management awarded by Universidad Azteca is considered comparable to a British Doctor of Philosophy degree (PhD) standard by UK NARIC (Statement of Comparability, 2 March 2010, Re.No. 1941906681; Certificate of Comparability, 5 March 2010, Re.No. 1941906681).

Programs of Universidad Azteca are equivalent to the programs conducted by Universities in India as per letter No.EV/II(371)/2010/1925 dated 2nd March 2010 of Association of Indian Universities, Department of Foreign Degree Evaluation, New Delhi.

The PhD awarded by Universidad Azteca is considered comparable with NFQ level 8 (old) or 10 (new) by SAQA (South Africa) (494575, 2010-02-11).

Universidad Azteca de Chalco on the international level is listed with the United Nations Educational, Scientific and Cultural Organization (UNESCO), International Association of Universities under the list of universities of Mexico and the International Handbook of official directory Universities of accredited universities published by the United Nations.

http://www.unesco.org/iau/onlinedatabases/list_data/m-nw.html#Mexico_Under_the_entry:

"Universidad Azteca de Chalco".

The overleaf statement by the federal Mexican government Secretary of Public Education, General Directorate of University Education, Directorate of Private (Particular) Institutions of Higher Education, signed by the Director of the Directorate, confirms that Universidad Azteca de Chalco – Centro de Estudios Superiores Azteca has been awarded Recognition of the Official Validity of Studies (RVOE) by the Secretary of Public Education.

SUBSECRETARÍA DE EDUCACIÓN SUPERIOR
DIRECCIÓN GENERAL DE EDUCACIÓN SUPERIOR UNIVERSITARIA
DIRECCIÓN DE INSTITUCIONES PARTICULARES DE EDUCACIÓN SUPERIOR



SECRETARÍA DE
EDUCACIÓN PÚBLICA

SEP

México, D.F. a 27 de mayo de 2009.

El suscrito el Maestro Héctor Luis Navarro Pérez
Director de Instituciones Particulares de Educación Superior

Hace constar que el Centro de Estudios Superiores Azteca perteneciente a Universidad Azteca de Chalco, S. C., tiene Reconocimiento de Validez Oficial de Estudios de la Secretaría de Educación Pública.

Sin otro particular.

Atentamente



Lic. Héctor Luis Navarro Pérez
Director de Instituciones Particulares de Educación Superior.

José Antonio Torres No. 661, Col. Asturias Del. Cuauhtémoc, C.P. 06890 México D.F.
Tel. (55) 36 01 67 54

Business Administration and Management Programs at Universidad Azteca de Chalco

Purpose

- Provide education, outreach, research and knowledge sharing on management
- Advance global management ethics and decision-making, foster partnerships, and promote effective government / industry relationships.
- Contribute to a cooperative environment and mutual understanding of economic, social, environmental, and ethical management issues between all stakeholders.

TEACHING FORMAT

Distance learning, blended learning modes, tutor and computer marked assignments.

DEGREES OFFERED

Doctor en Filosofía en Administración

Doctor of Philosophy (PhD) in Business Administration

**Also available as double-degree PhD-program with IUBL
International University of Business and Law**

PROGRAM OUTLINE

The academic focus of the PhD Doctor of Philosophy in Business Administration will be on the professional areas of a students specialization as provided by course-books and the individual portfolio and study plan.

Basic courses –	60 ECTS credits
Advanced courses –	60 ECTS
Thesis project –	30 ECTS
Research Dissertation Thesis –	30 ECTS

Program Structure

L 1 (Mex) 75 credits	L 2 (Mex) 150 c	L 3 (Mex) 225 c	L 4 (Mex) 300 c	L 5 (Mex) 375 c	M1/ D1 (Mex) 450 c	M2/ D2 (Mex) 525 c	D3 (Mex) 600 c
B 1 (EU) 60 ECTS	B 2 (EU) 120ECTS	B 3 (EU) 180ECTS	M 1 (EU) 240ECTS	M 2 (EU) 300ECTS	D 1 (EU) 360ECTS	D 2 (EU) 420ECTS	D 3 (EU) 480ECTS

<p>ENTRY REQUIREMENTS BACHELOR DEGREE TRANSFER OF CREDITS</p> <p>OR EQUIVALENT VALIDATION OF PRIOR LEARNING AWARD OF CREDITS</p>	<p>M 2 MASTER OF SCIENCE IN MANAGEMENT DEGREE CORRESPONDING WITH THE BOLOGNA SYSTEM AND ECTS AS INTERNATIONAL FORMAT</p>	<p>DOCTORATE: GRADO PROPIO LEGALLY AWARDED BY ACCREDITED UNIVERSITY IN ACCORDANCE WITH ARTICLE 59 OF THE FEDERAL LAW OF EDUCATION – LEY GENERAL DE EDUCACIÓN</p>
<p>MEXICAN DEGREE AWARDED IN SPANISH LANGUAGE :</p> <p>LICENCIADO EN ADMINISTRACIÓN DE EMPRESAS with RVOE by SEP</p>	<p>MEXICAN DEGREE AWARDED: DOCTORADO EN FILOSOFIA EN ADMINISTRACION & PhD ENGLISH FORMAT</p>	

PhD in Management (Administration)

Entry requirements- Master degree in a related field or equivalent degree at the graduate level

240 ECTS credits minimum entry requirement / 300 créditos mexicanos

Degree requirements – Coursework, dissertation: 180 ECTS credits / 225 créditos mexicanos.

The degree is an own degree of Universidad Azteca legally awarded in accordance with Article 59 of the Mexican Ley General de Educación.

Level 1 - Periodo de docencia – Study curriculum (120 ECTS)

Option 1: Candidates with a Master (Maestría) degree:

All core courses have already been taken during a Maestría program. Candidates can transfer all 60 ECTS credits (75 créditos) from the core courses.

Option 2: Candidates without a Master (Maestría) degree:

Candidates must take the core and advanced courses during the study curriculum for doctoral course-work. Transfer credits from equivalent or comparable courses may be accepted on a case-by-case basis. (120 ECTS credits / 150 créditos)

Level 2 – periodo de investigación - doctoral research (30 ECTS)

All candidates need to take the doctoral research methodology course with their designated doctoral supervisor – 30 ECTS credits.

Level 3 – Doctoral dissertation (30 ECTS)

All candidates must write and submit a Doctoral dissertation of approx. 25.000 words – 30 ECTS credits.

DEGREE PROGRAM

PhD in Administration

Introduction

The PhD in Administration (with specialization in Leadership) curriculum consists of 180 ECTS credits of postgraduate study and thesis, offered as modular fashion. PhD candidates complete required modules / courses.

The modular PhD program has as a general aim of provision of an academically rigorous education designed to develop skills, expertise, knowledge and vision to enable students, whatever their chosen route, to be critical, analytical and creative. The program aims to provide opportunity for self-development in relation to career enhancement and as life-long learners.

The programme offers students the opportunity to develop their own capabilities, skills and competencies in management.

The outcome objectives are:

- Provide a forum of study that allows each student to build on his or her past academic and professional experience in a relevant and meaningful fashion.
- Develop a critical approach to the use of contemporary sources as a means of exploring complex concepts, ideas and issues of relevance and value to the chosen area of study.
- Develop the power of critical enquiry, logical thought, creative imagination and independent judgment.
- Provide a forum of study that allows each student to build on his or her past academic and vocational experience in a relevant and meaningful fashion.
- Expose the student to a range of prospective, which may be applicable to both the interests and work situations as appropriate.
- Recognize the variety of sources of learning and an appropriate diversity of means for assessing achievement.

Objectives of the Program

This program intends to allow the individual student to develop the own potential through a study orientated on the academic and vocational aspects.

Innovation put into practice through a real research project is the core element of the PhD thesis.

Basics entry requirements

There is a common entry policy to the program whichever route or mode of delivery is being followed. All applicants will be assessed for admission with regard to their ability to fulfill the objectives of their proposed route and to achieve the standards required for the award of Masters. Given the multi-disciplinary nature of the program, applications are welcomed from candidates from wide academic and various employment backgrounds.

Fully complete the application form.

Copy of prior academic records sent directly from all institutions attended, including graduate and undergraduate colleges and universities.

General Presentation of the Program

Doctorate of Philosophy in Administration

This degree provides the student with curriculum and research opportunities to develop students skills in critical analysis, modelling and management, as well as broaden and deepen students comprehension of management issues from a multidisciplinary perspective. This degree is applicable for government and industry management professions.

Qualification:

Name of qualification and title conferred:

Doctor of Philosophy in Administration

Main Fields of study for the qualification:

Multi-disciplinary in Management

Name and status of awarding institution:

Universidad Azteca de Chalco, Mexico, accredited University

Level of the qualification:

Doctorate (postgraduate research degree)

Official length of the programme:

There is no requirement to complete the credit requirement for this award within a certain time period. 180 ECTS credits correspond with three full study years.

Access requirements:

The minimum entrance requirement is either a first Master degree awarded by an accredited and recognised college or university or other recognised degree awarding body, or an equivalent qualification of at least 240 ECTS credits (300 creditos).

Mode of study:

Distance and e-Learning

Grading Scheme:

Assessment is divided between continuous assessment of assignments and end of course assessment of examinations. Student performance is measured either tutor-marked or computer-marked. The final course result depends on the overall performance. Thesis must be defended before a commission (tribunal) – online possible.

Information on the function of the qualification:

Access to further study: postgraduate

Professional status: Specialist-researcher in the study area at the postgraduate level.

Qualifications that signify completion of the third cycle are awarded to students who:

have demonstrated a systematic understanding of a field of study and mastery of the skills and methods of research associated with that field;

have demonstrated the ability to conceive, design, implement and adapt a substantial process of research with scholarly integrity;

have made a contribution through original research that extends the frontier of knowledge by developing a substantial body of work, some of which merits national or international refereed publication;

are capable of critical analysis, evaluation and synthesis of new and complex ideas;

can communicate with their peers, the larger scholarly community and with society in general about their areas of expertise;

can be expected to be able to promote, within academic and professional contexts, technological, social or cultural advancement in a knowledge based society;

(Dublin Descriptors)

Application of the ECTS European Credits Transfer System

We apply the ECTS European Credit Transfer System for all our international courses and degree programs.

All degrees are issued along with the Diploma Supplement in accordance with ECTS-regulations.

ECTS KEYWORDS (Source: ECTS website)

What is a credit system?

A credit system is a systematic way of describing an educational programme by attaching credits to its components. The definition of credits in higher education systems may be based on different parameters, such as student workload, learning outcomes and contact hours.

How did ECTS develop?

ECTS was introduced in 1989, within the framework of Erasmus, now part of the Socrates programme. ECTS is the only credit system which has been successfully tested and used across Europe. ECTS was set up initially for credit transfer. The system facilitated the recognition of periods of study abroad and thus enhanced the quality and volume of student mobility in Europe. Recently ECTS is developing into an accumulation system to be implemented at institutional, regional, national and European level. This is one of the key objectives of the Bologna Declaration of June 1999.

Why introduce ECTS?

ECTS makes study programmes easy to read and compare for all students, local and foreign. ECTS facilitates mobility and academic recognition. ECTS helps universities to organise and revise their study programmes. ECTS can be used across a variety of programmes and modes of delivery. ECTS makes European higher education more attractive for students from abroad.

What are the key features of ECTS?

ECTS is based on the principle that 60 credits measure the workload of a full-time student during one academic year. The student workload of a full-time study programme in Europe amounts in most cases to around 1,500-1,800 hours per year and in those cases one credit stands for around 25 to 30 working hours.

Credits in ECTS can only be obtained after successful completion of the work required and appropriate assessment of the learning outcomes achieved. Learning outcomes are sets of competences, expressing what the student will know, understand or be able to do after completion of a process of learning, long or short.

Student workload in ECTS consists of the time required to complete all planned learning activities such as attending lectures, seminars, independent and private study, preparation of projects and examinations.

Credits are allocated to all educational components of a study programme (such as modules, courses, placements, dissertation work, etc.) and reflect the quantity of work each component requires to achieve its specific objectives or learning outcomes in relation to the total quantity of work necessary to complete a full year of study successfully.

The performance of the student is documented by a local/national grade. It is good practice to add an ECTS grade, in particular in case of credit transfer. The ECTS grading scale ranks the students on a statistical basis. Therefore, statistical data on student performance is a prerequisite for applying the ECTS grading system.

Universidad Azteca applies the ECTS as an accepted international standard in international programs. The ECTS system is already used by numerous universities worldwide, including the UNU United Nations University and GUV Global Virtual University programs.

Courses Offered

Doctorate of Philosophy in Administration (in Leadership)

TEORÍA DE LA MACROECONOMÍA DE FINANZAS 0101

	TIPO	TITULO	AUTOR
1	Libro	The Web of Debt	Hodgson Brown, Ellen

TEORÍA DE LOS COLAPSES DE SOCIEDADES 0102

	TIPO	TITULO	AUTOR
1	Libro	Collapse	Diamond, Jared

PROBLEMAS DEL SIGLO XXI 0103

	TIPO	TITULO	AUTOR
1	Libro	The Meaning of the 21 st Century	Martin, James

TEORÍA DE GAIA: PROBLEMAS MUNDIALES 0104

	TIPO	TITULO	AUTOR
1	Libro	The Revenge of Gaia.	Lovelock, James

ALTA DIRECCIÓN 0205

	TIPO	TITULO	AUTOR
1	Libro	Portable MBA in Management.	Cohen, Allan R.

MERCADOTECNÍA 0206

	TIPO	TITULO	AUTOR
1	Libro	Kotler on Marketing. How to Create, Win and Dominate Markets.	Kotler, Philip

GESTIÓN DE PROYECTOS 0207

	TIPO	TITULO	AUTOR
1	Libro	Portable MBA in Project Management	Verzuh, Eric

METODOLOGÍA TOMAR DE DECISIONES AMBIENTALES 0208

	TIPO	TITULO	AUTOR
1	Libro	Tools to Aid Environmental Decision Making	Dale, Virginia H. / English, Mary R.

ELIMINACION DE GUERRA 0309

	TIPO	TITULO	AUTOR
1	Libro	Eliminating War.	Kay, Alan F. / Smith, Dan

GESTION DE CALIDAD 0310

	TIPO	TITULO	AUTOR
1	Libro	Quality Management: Tools and Methods for Improvement	Gitlow, Howard / Oppenheim, Alan / Oppenheim, Rosa

FUNCION DEL MUNDO 0311

	TIPO	TITULO	AUTOR
1	Libro	How The World Really Works	Jones, Alan B.

TEORÍA DE LA MACROECONOMÍA DE FINANZAS II 0312

	TIPO	TITULO	AUTOR
1	Libro	The Origin of Financial Crises	Cooper, George

DECISIONES CON RAZON 0413

No	TIPO	TITULO	AUTOR
1	Libro	The Assault On Reason	Gore, Al

ESTRATEGIA 0414

No.	TIPO	TITULO	AUTOR
1	Libro	Portable MBA: Real-Time Strategy. Improvised Team-Based Planning for a Fast-Changing World.	Perry, Lee T. / Stott, Randall G. / Smallwood Norman W.

RECURSOS HUMANOS 0415

	TIPO	TITULO	AUTOR
1	Libro	Empowered Teams.	Wellins, Richard S. / Byham, William C. / Wilson, Jeanne M.

SEMINARIO DE TESIS 0416

	TIPO	TITULO	AUTOR
1	Libro	Manual de elaboración de tesis y otros trabajos	García Fernández, Dora
2	Libro	Como escribir una tesis de doctorado	Wolfe, Joe Traducción al español: José Luis Pariente Centro de Excelencia. Universidad Autónoma de Tamaulipas. México
3	Libro	How to write a thesis	Wolfe, Joe
4	Libro	Richtlinie für Forschung und Dissertation	Berchtold, Gerhard

Students must complete or transfer 120 ECTS credits in courses. Degree requirements are 180 ECTS credits from the academic curriculum or courses, the scientific curriculum and the research thesis.

Doctoral Research Project – 30 ECTS credits: Research and methodology, tools and techniques, scientific writing, approaches to editing a thesis.

Thesis – Presentation and Defense – 30 ECTS credits: Doctoral Thesis

Coursebooks:

TEORÍA DE LA MACROECONOMÍA DE FINANZAS 0101

	TIPO	TITULO	AUTOR
1	Libro	The Web of Debt	Hodgson Brown, Ellen

The shocking truth about our money system, and how we can break free. The creation of money has been privatized, taken over by a private money cartel. Except for coins, all of our money is now created as loans advanced by private banking institutions, including the private Federal Reserve. Web of Debt unravels the deception and presents a crystal clear picture of the financial abyss towards which we are heading; exploring a workable alternative.

GESTION DE CALIDAD 0310

	TIPO	TITULO	AUTOR
1	Libro	Quality Management: Tools and Methods for Improvement	Gitlow, Howard / Oppenheim, Alan / Oppenheim, Rosa

Quality Management: Tools and Methods for Improvement (2nd edition)

Never-ending quality improvement is now recognized as essential for any organization's survival. Leading corporations have demonstrated that improved quality raises profits, reduces costs, and improves competitive position.

This book is one of a very select few quality control texts that adopt Shewart's and Deming's view of control charts.

Credits: 8 ECTS credits

Coursebook:

Quality Management: Tools and Methods for Improvement 2nd edition (R. Oppenheim with A. Oppenheim and H. Gitlow),
Richard D. Irwin, Inc. (Homewood 1995).

Solutions Manual to Accompany Quality Management: Tools and Methods for Improvement 2nd edition (with A. Oppenheim and H. Gitlow), Richard D. Irwin, Inc. (Homewood 1994).

Authors: Howard S. Gitlow, Alan V. Oppenheim, Rosa Oppenheim

Format: Hardcover (Illustrated), 508 pages

Publication Date: January 1995

Publisher: Richard D Irwin

Dimensions: 9.75"H x 7.75"W x 1.25"D; 2.35 lbs.

ISBN-10: 0256106657

ISBN-13: 9780256106657

Rosa Oppenheim

Executive Vice Dean

Professor

Management Science & Information Systems

At Rutgers Business School

Dean Oppenheim is the author of Quality Management: Tools And Methods For Improvement and has published articles on total quality management, statistical process control, time series analysis and forecasting, the mathematical analysis of literary styles and integer programming. She has also won numerous teaching awards.

Expertise: Statistical Process Control, Total Quality Management, Operations Research

Dr. Howard S. Gitlow is Executive Director of the Institute for the Study of Quality, Director of the Master of Science degree in Management Science, and a Professor of Management Science, School of

Business Administration, University of Miami, Coral Gables, Florida. He was a Visiting Professor at the Stern School of Business at New York University in 2007, and a Visiting Professor at the Science University of Tokyo in 1990 where he studied with Dr. Noriaki Kano. He received his Ph.D. in Statistics (1974), M.B.A. (1972), and B.S. in Statistics (1969) from New York University. His areas of specialization are Six Sigma Management, Dr. Deming's theory of management, Japanese Total Quality Control, and statistical quality control. Dr. Gitlow has consulted and co-taught courses with Dr. W. Edwards Deming and Dr. Noriaki Kano (Science University of Tokyo).

Dr. Gitlow is a Six Sigma Master Black Belt, a Fellow of the American Society for Quality, and a member of the American Statistical Association. He has served on the editorial boards of four journals. His list of consulting clients includes universities, consulting firms, city governments, healthcare organizations, insurance companies, utilities, manufacturing organizations, and service organizations. Dr. Gitlow has testified in 24 legal cases involving the following issues: critiquing and developing sampling plans, discrimination (age, race, gender, country of origin, and ethnicity), anti-trust, game fixing, jury selection, and cost/benefit analysis.

Dr. Gitlow has authored or co-authored a dozen books. These include: Design for Six Sigma for Green Belts and Champions, Prentice-Hall, (2006); Six Sigma for Green Belts and Champions, Prentice-Hall, (2004); Quality Management: Tools and Methods for Improvement, 3rd edition, Richard D. Irwin (2004); Quality Management Systems, CRC Press (2000), Total Quality Management in Action, Prentice-Hall, (1994); The Deming Guide to Quality and Competitive Position, Prentice-Hall (1987); Planning for Quality, Productivity, and Competitive Position, Dow Jones-Irwin (1990); and Stat City: Understanding Statistics Through Realistic Applications, 2nd edition, Richard D. Irwin (1987). He has published 54 academic articles in the areas of quality, statistics, management, and marketing. Dr. Gitlow has received grants from the American Society for Quality, the American Association of Collegiate Schools of Business (AACSB), the National Science Foundation (NSF), and Florida Power & Light to establish the Institute for the Study of Quality.

While at the University of Miami, Dr. Gitlow has received awards for Outstanding Teaching, Outstanding Writing, and Outstanding Published Research Articles. Additionally, he received a citation from the City of Coral Gables for the development of a Six Sigma dashboard within the City.

Alan Oppenheim
Dean, School of Business at Montclair State University
Greater New York City Area

ALTA DIRECCIÓN 0205

	TIPO	TITULO	AUTOR
1	Libro	Portable MBA in Management.	Cohen, Allan R.

Management

8 ECTS credits

Coursebook

Cohen, Allan R.,
The Portable MBA in Management:
Insights from the experts at the best business schools
Skills and strategies for leading any organization to success

Book Description

The Portable MBA in Management Get the Expertise without the Expense "Business is undergoing a revolution. The Portable MBA in Management provides the best thinking available on management and leadership issues to help you keep ahead of that revolution." —Noel M. Tichy University of Michigan Professor and Director of the Global Leadership Program Author of The Transformational Leader and Control Your Destiny or Someone Else Will "A rare combination of approaches to leadership, teamwork, and change management. This book presents the best in-class contemporary thinking on how to optimize individual and collective abilities in organizations by providing a powerful set of management practices, tools, and methodologies to positively impact business results." —Libby S. Finn Group Human Resource Manager Digital Equipment Corporation "The conventional wisdom is that good management consists of coming to correct solutions and making good decisions. This book illuminates why the conventional wisdom is wrong. The Portable MBA in Management describes how the kinetic energy of a good decision is produced by getting others to do the right thing. Even better, it gives the reader a perspective on how to release that energy." —Robert E. Weisman Chief Executive Officer The Dun & Bradstreet Corporation From the master teachers and scholars of management, including:

David L. Bradford, Stanford University

Anne Donnellon, Harvard Business School

Stephen L. Fink, University of New Hampshire

Charles J. Fombrun and Drew Harris, New York University

Douglas T. Hall, Boston University

Todd D. Jick, Harvard Business School and INSEAD

Rosabeth Moss Kanter, Harvard Business School

Harvey F. Kolodny, University of Toronto

Roy J. Lewicki, Ohio State University

Leonard A. Schlesinger, Harvard Business School

Phyllis F. Schlesinger, Babson College

Torbjorn Stjernberg, Stockholm School of Economics

R. Roosevelt Thomas, Jr., American Institute for Managing Diversity and Morehouse College

Peter B. Vaill, George Washington University

A Main Selection of The Fortune Book Club

Paperback 392 Pages

ISBN-10: 0471573795

ISBN-13: 9780471573791

Publisher: John Wiley & Sons

Pub date: Apr 01, 1993 / Dimensions: 26 cm x 19 cm x 4 cm

ESTRATEGIA 0414

No.	TIPO	TITULO	AUTOR
1	Libro	Portable MBA: Real-Time Strategy. Improvised Team-Based Planning for a Fast-Changing World.	Perry, Lee T. / Stott, Randall G. / Smallwood Norman W.

Real Time Strategy

8 ECTS credits

Real-time strategy : improvising team-based planning for a fast-changing world

Synopses & Reviews

Publisher Comments:

In today's highly dynamic and unpredictable global economy, traditional strategic planning - characterized by a centralized, plan-and-control management approach - has lost its edge. Managers must respond more quickly than ever to dynamic conditions and utilize the full potential of all people in an organization. Strategic planning is too slow and inflexible to enable managers to respond to rapid change and too hierarchical to bring a wider range of employees into the decision-making process. Real-Time Strategy provides a compelling new alternative to strategic planning for the '90s and beyond - strategic improvising. This innovative concept puts strategic responsibility and strategic tools in the hands of small, self-directed teams that move together in a common strategic direction. Strategic improvising is faster and less risky and provides a more flexible response in an uncertain environment while empowering individuals throughout the organization. Written by three leading authorities on strategic management, whose consulting experiences with major corporations are included as case studies, Real-Time Strategy demonstrates how the team-based approach builds a greater sense of accountability throughout the organization; promotes creativity by allowing individuals to build on each others' ideas; keeps team members open to the flow of crucial real-time information; fosters effective lateral communication throughout the organization; and facilitates the rapid shifting of roles to meet changing strategic objectives. Real-Time Strategy specifies the tools that help an organization develop a team-based strategic capability. The authors have site-tested these tools in over 50 businesses. They show how to incorporate new, real-time information technologies into a company's strategic thinking and outline the steps managers must take to make the necessary move from strategic planning to strategic improvising.

ISBN:

9780471585640

Subtitle:

Improvising Team-Based Planning for a Fast- Changing World

Author:

Perry, Lee Tom

Author:

Smallwood, W. Norman

Author:

Scott, Randall G.

Publisher:

John Wiley & Sons

Location:

New York :
Subject:
Management
Subject:
Decision Making & Problem Solving
Subject:
Management - Teams
Subject:
Teams in the workplace
Subject:
Strategic planning
Edition Description:
Wiley
Series:
The Portable MBA series
Series Volume:
#4
Publication Date:
March 1993
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Hardcover
Language:
English
Illustrations:
Yes
Pages:
250
Dimensions:
10.25x7.38x1.00 in. 1.54 lbs.

GESTIÓN DE PROYECTOS 0207

	TIPO	TITULO	AUTOR
1	Libro	Portable MBA in Project Management	Verzuh, Eric

Project Management

8 ECTS credits

The Portable MBA in Project Management (Portable MBA)

Synopses & Reviews

Publisher Comments:

The Portable MBA in Project Management covers the most pressing topics in project management and features all the leading thinkers in the field. It presents expert techniques for managing individual projects and for managing project-based organizations. It helps managers combine the power of individual project successes to drive the organization to new levels of productivity and customer responsiveness. These contributions from the leading lights of project management cover all the trends, all the issues, and all the aspects of project management today.

Book News Annotation:

In addition to editing, Verzuh (a trainer and consultant) has contributed five of the fourteen essays of this volume, in which he describes the strategic importance of project management, how to build a plan of action, how to maintain stakeholder satisfaction, risk management, and integrating project management into one's organization. The remaining essays describe similar subjects, including teamwork, discipline, and project selection, with examples included from each authors' experience as trainer, consultant, business owner, or academic research. Annotation (c)2003 Book News, Inc., Portland, OR (booknews.com)

Synopsis:

A comprehensive education in project management from A to Z, this handbook covers the latest topics in project management and features material from all the leading thinkers in the field.

Synopsis:

This title presents expert techniques for managing individual projects and for managing project-based organizations. It helps managers combine the power of individual project successes to drive the organization to new levels of productivity and customer responsiveness.

Synopsis:

" Unlike most project management books, which focus solely on the nuts and bolts of managing single projects, The Portable MBA in Project Management focuses on the strategy, organization, and processes at work in the three tiers of a successful project-driven organization– the project, the program, and the enterprise. By integrating many critical success factors in this comprehensive guide, Eric Verzuh brings a new vision to the art and science of project management."

– Chris Capossela, General Manager, Microsoft Project

" Verzuh delivers with impact once again. Like his first book, this one is a ' must have' for all professionals in project management. Everyone– from project managers to CEOs of project-based organizations– can't help but be successful after reading and applying the principles established here. This is truly a significant contribution from a first-rate author."

– Ralph Kliem, author of The Project Manager's Emergency Kit

" Eric Verzuh has produced another solid, readable book. In the tradition of good project management, he has gone ' cross functional' and added outside expertise to his own impressive knowledge. Project management is about much more than technical tools, and so this book also explains the proper business approaches to running a project-driven organization."

– Dr. Denis F. Cioffi, Director of the Project Management Program at The George Washington University author of Managing Project Integration

A state-of-the-art education in project management from the leading thinkers in the field:

Elaine Biech, President and Managing Principal, Ebb Associates

Robert G. Cooper, President and cofounder, The Product Development Institute

Denis Couture, President and cofounder, PCI Group

Deborah L. Duarte, George Washington University

Randall Englund, Associate, Strategic Management Group

Robert J. Graham, Senior Associate, Strategic Management Group

Ned Hamson, strategic innovation consultant

Samuel J. Mantel Jr., Professor Emeritus, University of Cincinnati

Jack R. Meredith, Editor in Chief, Journal of Operations Management

Nancy Tennant Snyder, Vice President for Leadership and Strategic Competency Creation, Whirlpool Corporation

Eric Verzuh, President, The Versatile Company

Neal Whitten, President, Neal Whitten Group

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Project management is a strategic strength / Eric Verzuh — Leading the change to a project-based organization / Robert J. Graham and Randall L. Englund — Project selection / Jack R. Meredith and Samuel J. Mantel Jr. — Building the action plan : scheduling, estimating, and resource allocation / Eric Verzuh — Achieving stakeholder satisfaction through project control / Eric Verzuh — Project risk management / Eric Verzuh — Quality, quality management, and project management / Ned Hamson — A model for building teamwork / Elaine Biech — Discipline : the glue that holds it all together / Neal Whitten — Virtual team critical success factors / Deborah L. Duarte and Nancy Tennant Snyder — Stage-Gate new product development processes: a game plan from idea to launch — Enterprise project management : the path to maturity / Denis Couture — Creating an environment for successful projects in your organization / Robert J. Graham and Randall L. Englund — Integrating project management into the enterprise / Eric Verzuh.

ISBN:

9780471268994

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Verzuh, Eric

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Verzuh, Eric

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Subject:

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Subject:

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Copyright:

2003

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Wiley

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10.04x7.38x1.50 in. 2.27 lbs.

MERCADOTECNÍA 0206

	TIPO	TITULO	AUTOR
1	Libro	Kotler on Marketing. How to Create, Win and Dominate Markets.	Kotler, Philip

Kotler On Marketing

by Philip Kotler (Author)

8 ECTS credits

Coursebook: Kotler On Marketing

- Print Length: 257 pages
- Publisher: The Free Press; 1999 © by Philip Kotler
- Language: English
- ISBN 0-684-85033-8

Editorial Reviews

Amazon.com

For more than three decades, Philip Kotler has been the authority on marketing for business grad students around the world. (His seven textbooks on various aspects of the topic are available in 18 languages in 58 countries, for example, while his seminal Marketing Management is considered the most widely used volume among all MBAs.) Even with all these publications, and a consultation/seminar practice aligned with firms such as AT&T, IBM, Michelin, Shell, and Merck, Kotler never committed to paper his popular theories concerning the ways in which executives and their managers should approach their real-life marketing programs. Until, that is, Kotler on Marketing. Comprehensive yet clear, this new compendium finally synthesizes Kotler's vast experiences and proven ideas into a single accessible resource. Three meaty initial sections address a series of strategic, tactical, and administrative concerns, ranging from identifying opportunities and building brand equity to utilizing outside intelligence and evaluating performance. A brief fourth part titled "Transformational Marketing" offers Kotler's perspective on "the revolutionary impact on the marketplace and marketing practice of the new technologies ... and new media" including the Internet, fax machines, sales-automation software, cable TV, videoconferencing, and "personal newspapers." --Howard Rothman

From Publishers Weekly

If you want to learn marketing, you have to come to Kotler. He is both a pioneer of modern marketing and the leading popularizer of the field. His Principles of Marketing is ubiquitous in business schools throughout the world and he has two other textbooks for advanced classes. Now he gives readers a new way to tap his vast knowledge. The book covers the full range of marketing management and, of course, addresses Internet marketing. Readers won't find the mathematical depth or theoretical rigor that make Kotler's textbook an unpleasant surprise to students expecting an easy course. In fact, this book assumes readers will have a good deal of business experience. It's a terrific capsule of Kotler's marketing savvy. The most significant drawback is that Kotler shows only positive models of successful marketing. This is fine for illustrating general principles and techniques, but it doesn't teach the judgment required to tell good applications from foolish ones. The upshot is that uncritical readers may discover that a little learning is a dangerous thing. Despite these qualifications, this is a fine book on marketing for a general audience.

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From Library Journal

Kotler, the S.C. Johnson Distinguished Professor of Marketing at the Kellogg Graduate School of Management at Northwestern University, has been writing tremendously popular marketing texts since

1969. Here he has synthesized the materials from his textbooks and marketing seminars to produce a compact and readable review of marketing theory and practice that will allow the reader a quick and thorough overview of the field. Kotler (The Marketing of Nations, LJ 8/96) also has a useful appendix on characteristics and strategies for marketing in various types of business. Notes listing references for further study are included, and a subject index is promised. The text is practical and thorough yet remarkably readable and digestible. As a result, this title belongs on the shelf of every business executive as well as entrepreneurs and small business people. A Littleton M. Maxwell, Business Information Ctr., Univ. of Richmond, VA

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Review

David Aaker author of Building Strong Brands Provocative insights and thoughtful prescriptions that will guide executives who face the challenges of powerful customers, global forces, and new technologies.

Philip Kotler's name is synonymous with marketing. His textbooks have sold more than 3 million copies in 20 languages and are read as the marketing gospel in 58 countries. Now Kotler on Marketing offers his long-awaited, essential guide to marketing for managers, freshly written based on his phenomenally successful worldwide lectures on marketing for the new millennium. Through Kotler's profound insights you will quickly update your skills and knowledge of the new challenges and opportunities posed by hypercompetition, globalization, and the Internet. Here you will discover the latest thinking, concisely captured in eminently readable prose, on such hot new fields as database marketing, relationship marketing, high-tech marketing, global marketing, and marketing on the Internet. Here, too, you will find Kotler's savvy advice, which has so well served such corporate clients as AT & T, General Electric, Ford, IBM, Michelin, Merck, DuPont, and Bank of America. Perhaps most important, Kotler on Marketing can be read as a penetrating book-length discourse on the 14 questions asked most frequently by managers during the 20-year history of Kotler's worldwide lectures. You will gain a new understanding of such age-old conundrums as how to select the right market segments or how to compete against lower-price competitors. You will find a wealth of cutting-edge strategies and tactics that can be applied immediately to such 21st-century challenges as reducing the enormous cost of customer acquisition and keeping current customers loyal. If your marketing strategy isn't working, Kotler's treasury of revelations offers hundreds of ideas for revitalizing it. Spend a few hours today with the world's best-known marketer and improve your marketing performance tomorrow.

Book Info

Offers an essential guide to marketing for managers. Based on the author's successful lectures on marketing for the new millennium. DLC: Marketing--Management.

Card catalog description

Kotler on Marketing offers his essential guide to marketing for managers, freshly written based on his phenomenally successful worldwide lectures on marketing for the new millennium. Through Kotler's profound insights you will quickly update your skills and knowledge of the new challenges and opportunities posed by hypercompetition, globalization, and the Internet. Perhaps most important, Kotler on Marketing can be read as a penetrating book-length discourse on the 14 questions asked most frequently by managers during the 20-year history of Kotler's worldwide lectures. You will gain a new understanding of such age-old conundrums as how to select the right market segments or how to compete against lower-price competitors.

About the Author

Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management at Northwestern University. Professor Kotler is the author or coauthor of 15 books, including Marketing Management, Ninth Edition, named by the Financial Times as one of the 50 best business books ever written, and Social Marketing, Marketing Races, and The Marketing of Nations, all published by The Free Press. He was voted the first Leader in Marketing Thought by the members of the American Marketing Association and is the recipient of the Paul D. Converse Award, the Stuart Henderson Britt Award, the Distinguished Marketing Educator Award, the Prize for Marketing

Excellence, the Charles Coolidge Parlin Marketing Award, and the Marketing Educator of the Year Award. He holds honorary doctoral degrees from the University of Stockholm, University of Zurich, Athens School of Economics, and the Cracow School of Economics.

RECURSOS HUMANOS 0415

	TIPO	TITULO	AUTOR
1	Libro	Empowered Teams.	Wellins, Richard S. / Byham, William C. / Wilson, Jeanne M.

Empowered Teams

8 ECTS credits

Coursebook:

Empowered Teams: Creating Self-Directed Work Groups That Improve Quality, Productivity, and Participation: Creating Self-directed Work Groups That Improve ... Participation (The Jossey-Bass Management)

By Richard S. Wellins, Jeanne M. Wilson, William C. Byham

- Taschenbuch: 304 Seiten
- Verlag: Jossey Bass; Auflage: Reprint (6. August 1993)
- Sprache: Englisch
- ISBN-10: 1555425542
- ISBN-13: 978-1555425548

Provides the frank answers to questions about how teams work, what makes them effective, when they are useful, how to get them going, and how to maintain their vigor and productivity over the long haul. Draws on a survey of over five hundred organizations and an in-depth study of twenty-eight companies (conducted jointly by Industry Week and the Association for Quality and Participation).

METODOLOGÍA TOMAR DE DECISIONES AMBIENTALES 0208

	TIPO	TITULO	AUTOR
1	Libro	Tools to Aid Environmental Decision Making	Dale, Virginia H. / English, Mary R.

Tools to Aid Environmental Decision Making

Content:

Environmental decisions are made every day in manufacturing plants, city council meetings, and corporate boardrooms. The tools described range from software to policy approaches, and from environmental databases to focus groups.

ECTS credits: 8

ELIMINACION DE GUERRA 0309

	TIPO	TITULO	AUTOR
1	Libro	Eliminating War.	Kay, Alan F. / Smith, Dan

Practical and specific ways to reduce the likelihood, risks, costs, and lethality of wars for the 21st century.

ECTS credits: 8

TEORÍA DE LOS COLAPSES DE SOCIEDADES 0102

	TIPO	TITULO	AUTOR
1	Libro	Collapse	Diamond, Jared

Collapse or Survival of Societies

Content:

From the ghostly stone heads of Easter Island to crumbling Mayan cities hidden deep in the jungle, the mysterious ruins of lost worlds and vanished civilizations continue to haunt us. How could such mighty societies fall? And could our skyscrapers one day stand derelict and overgrown like ancient temples?

ECTS credits: 8

PROBLEMAS DEL SIGLO XXI 0103

	TIPO	TITULO	AUTOR
1	Libro	The Meaning of the 21 st Century	Martin, James

Coursebook:

The Meaning of the 21st Century. A Vital Blueprint for Ensuring Our Future.

James Martin

Eden Project Books

Transworld Publishers, London, 2006

ISBN 9781903919866

Content:

James Martin explains with clarity and precision the nature of the challenges we face, from global warming to famine, religious extremism and technological advance, and then defines the thinking that will provide us with solutions for the future.

We live at a turning point in human history. Ahead is a century of massive change. Either we learn to manage this change, or we allow it to control us and face devastating consequences. A pragmatic blueprint for action.

ECTS credits: 8

TEORÍA DE GAIA: PROBLEMAS MUNDIALES 0104

	TIPO	TITULO	AUTOR
1	Libro	The Revenge of Gaia.	Lovelock, James

The Earth ´ s Climate Crisis

Coursebook:

The Revenge of Gaia. Earth ´ s Climate Crisis & the Fate of Humanity.

James Lovelock

Basic Books, 2006, Member of Perseus Group, Member of Penguin Group

Paperback published 2007 by Basic Books

ISBN-13: 978-0-465-04169-5

ISBN-10: 978-0-465-04169-8

Content:

The state of the earth. What is Gaia? The Life History of Gaia. Forecasts for the Twenty-first Century. Sources of energy. Chemicals, food and raw materials. Technology for a sustainable retreat. A personal view of environmentalism. Beyond the terminus.

ECTS credits: 8

One of the hardest tasks we face in life is to be the bearer of seriously bad news. Without our realising it we have poisoned the earth by our emissions of greenhouse gases and weakened it by taking farmland and housing the land that once was the home of ecosystems that sustained the environment. We have driven the earth to a crisis state from which it may never, on a human time scale, return to the lush and comfortable world we love and in which we grew up. The great party of the twentieth century is coming to an end, and unless we now start preparing our survival kit we will soon be just another species eking out an existence in the few remaining habitable regions. We should be the heart and mind of the Earth, not its malady. We should remember that we are part of Gaia, and she is indeed our home.

FUNCION DEL MUNDO 0311

	TIPO	TITULO	AUTOR
1	Libro	How The World Really Works	Jones, Alan B.

This course aims to expose a largely completed puzzle, laying out who the culprits are, why they are doing what they are doing, and how they are managing to pull off what is probably the biggest mass robbery of wealth and individual freedom in human history, as well as exposing and stopping the destruction, to help guaranteeing a future of freedom for the civil society.

ECTS credits: 8

TEORÍA DE LA MACROECONOMÍA DE FINANZAS II 0312

	TIPO	TITULO	AUTOR
1	Libro	The Origin of Financial Crises	Cooper, George

The aim is to bring an understanding of financial instability and central banking as to how macroeconomic policy should be reformed. If we are to break out of this damaging cycle of booms and busts, all participants in the economy must recognise the proper role and limitations of macroeconomic policy. Central banks must return to their core purpose of managing the credit creation process, resisting pressures for an endless credit-fuelled economic expansion.

ECTS credits: 8

DECISIONES CON RAZON 0413

No	TIPO	TITULO	AUTOR
1	Libro	The Assault On Reason	Gore, Al

Al Gore's larger goal is to explain how the public sphere itself has evolved into a place hospitable to reason's enemies; to make us more aware of the forces at work on our own minds; and to lead us to understanding of what we can do; individually and collectively, to restore the rule of reason and safeguard our future.

ECTS credits: 8

COURSES GRADING CRITERIA

Calificación (Grade)	Descripción (Description)	Incluido en el Promedio total de Créditos (Included in total of Credits and grades)
100	Excelente (Excellent)	Si/Yes
90-99	Sobresaliente (Outstanding)	Si/Yes
75-89	Notable (Remarkable)	Si/Yes
60-74	Aprobado (Approved)	Si/Yes
Menos de 59	Reprobado (Fail)	Si/Yes
-	Incompleto/Incomplete	NO
-	Competente Créditos por Experiencia Previa (Credits for prior experience)	Si/Yes
CT	Crédito por Transferencia (Credits by transfer)	Si/Yes
R	Repetido/Repeated	Si/Yes
E	Exento / Exempt	NO

THESIS GRADING STANDARDS/CRITERIA

CRITERIA	100	90-99	75-89	60-74	Fail
Research: Purpose	Purpose is clear; original ideas	Clear thesis; some independent thought	Recognizable thesis but lacks of original, significant purpose	Contains thesis but purpose is not always clear	No clear purpose; often does not correctly respond to the assignment
Development	Thesis is imaginatively, logically and precisely developed; analysis guides development	Examples support the thesis in an orderly and logical fashion; analysis predominates, but some descends into narrative	Adequate development; some evidence of analysis, but narrative guides development	Some development	No development
Organization	Well organized; not mechanical or imposed	Clearly, logically organized; transitions are sometimes strained	Organized; predictable, mechanical sequence	Some evidence of organization; not clearly followed	No apparent principle of organization; no apparent rationale for paragraphing
Source materials	References to materials are appropriate and significantly related to purpose	Most references to materials are appropriate and related to thesis	References to materials are appropriate but not always related to thesis	Few references to materials; references seldom related to thesis	No references to materials or references are irrelevant
Sentence Structure	Sentences are varied in length and structure	Sentences are usually varied	Very few errors in sentence structure; some variation in length and structure	Errors in sentence structure; no variation in length and structure	Frequent sentence structure errors; some indicate a failure to understand the basic grammar of the sentence
Diction	Concrete, specific words used correctly; diction is distinctive and mature; no colloquialisms, clichés or trite expressions	Word choice is generally accurate; writer goes beyond automatic word choices to more precise and effective choices	Word choice is generally correct; range of words is limited, and in some cases the wording is abstract and imprecise	Vague, ordinary words; relies on clichés and jargon	Words that should be within the range of college students are misused or confused
Grammar/ Mechanics	Virtually free from grammatical/mechanical errors	Generally correct mechanically; some problems with complex grammar and punctuation traps	Some errors in syntax, agreement, pronoun case and reference, spelling and punctuation	Sentence fragments and run-on sentences, and basic errors in syntax, agreement, reference, spelling and punctuation	Frequent misspellings, syntax errors, and other basic errors make comprehension difficult