

Bachelor of Science in Industrial Administration

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PROGRAM DESCRIPTION

This program is a professionally oriented program that emphasizes the competencies required for management careers in the industrial field. The program prepares students for entering careers with management responsibility by providing knowledge about organizations and management fundamentals, techniques, processes and competences. Upon completion of this program Students will have the knowledge that matters most in a competitive business environment, such as supply chain management, logistics, administration, negotiation and management adaptability. Students will acquire strong analytical and communication competences, a thorough understanding of business principles and a spirit of creativity and entrepreneurship.

PROGRAM OBJECTIVE

The Bachelor of Science in Industrial Administration program is designed for students who seek to develop managerial careers. Students will build the skills that matter most in a competitive business environment such as negotiation and managing change. Students will acquire strong analytical and communication skills, a thorough understanding of business principles and a spirit of creativity and entrepreneurship. The goal of this program is to develop broadly educated business professionals to assume a variety of careers in industrial administration.

OUTCOMES

PROGRAM GOALS

Upon completion of this program, students will be able to:

1. Differentiate the concepts of industrial goods, industrial management and design and national and international industrial trade (PG1-1).
2. Apply administrative theories and processes in the diagnosis and management of business negotiation(PG1-2).
3. Visualize and analyze financial management and negotiation through the sieve of administrative and economic theories (PG1-3).
4. Read and interpret the world of industrial negotiation and act accordingly, as well as assume a coherent and efficient speech, both oral and written, when evaluating various positions in negotiating tasks ; within the framework of agreements between the parties (PG2).
5. Analyze through quantitative and qualitative methods, with the help of algebra, trigonometry, statistics and probabilities, the administrative processes of the industries (PG3).

PROGRAM OUTCOMES

The Program Outcomes describe what students will be able to demonstrate in terms of knowledge, skills, and values after the completion of the program. The Program Outcomes for this program are:

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| ANALYTICAL (PO1) | Students will be able to analyze data and material in the areas of accounting, business law, finance, information systems, marketing, operations, and human resources. |
| COMMUNICATIVE (PO2) | Students will be able engage in public speaking, oral presentations and written, with the use of appropriate professional vocabulary in the areas administration and marketing. |
| QUANTITATIVE (PO3) | Students will be able to use mathematical as well as analytical skills to conduct quantitative research in the areas mentioned above. |

INSTITUTIONAL OUTCOMES

Institutional Outcomes (IO) are those skills, qualities, abilities, ideas, values and knowledge that the institution as a whole expects the students to develop as a result of the overall experiences throughout their career in any aspect of the institution, including programs, courses and student services.

UNAD Florida Institutional Outcomes are:

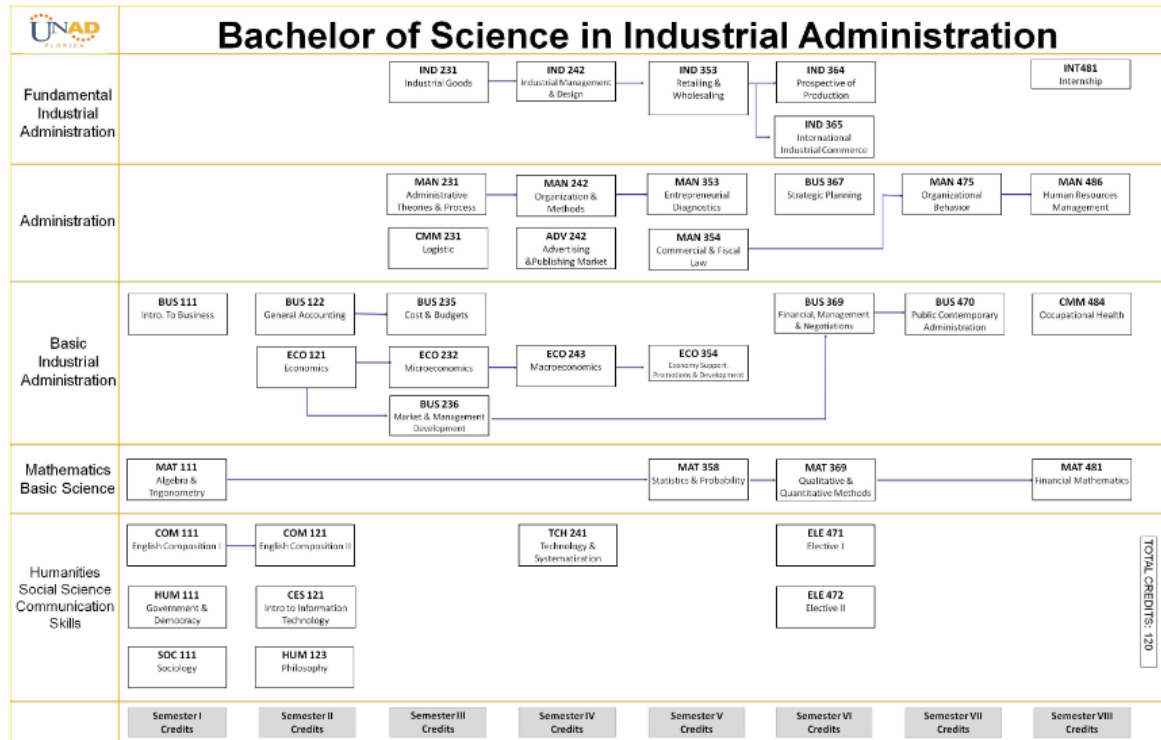
- Institutional Outcome 1 (IO1) **Performance And Knowledge**, The ability to gather and analyze relevant information, evaluate alternatives and develop creative and effective solutions to issues coming from the workplace or institutions at local and global communities.
- Institutional Outcome 2 (IO2) **Communication And Writing**, The ability to express and exchange ideas through listening, speaking, reading and writing using credible and relevant sources to support those modes of interpersonal expressions.
- Institutional Outcome 3 (IO3) **Dedication, Commitment And Discipline**, The ability to complete work accurately with attention to detail, give and receive feedback and become independent learners with the necessary skills for social, economic and emotional health. By applying the proper reasoning method, students are able to analyze and explain real world issues.

EVALUATION INDICATORS

The activities used to demonstrate students achieved the goals of this program include:

- Application of industrial administration concepts.
- Diagnosis and management of business negotiation.
- Analysis and interpretation of financial management and industrial negotiation.
- Quantitative, qualitative and mixed analysis of the industrial administration.
- Advice on industrial negotiation
- Assertive oral and written speech regarding the negotiation industry.
- Effective and empathetic communication in the industrial negotiation environment.
- Reading ability and interpretation of the world of industrial administration.

COURSES - PLAN OF STUDY (120 CREDITS)



LIST OF COURSES

ADV 242	Advertising and Publishing Market	HUM 111	Government and democracy
BUS 111	Introduction to Business	HUM 123	Philosophy
BUS 122	General Accounting	IND 231	Industrial Goods
BUS 235	Costs and Budgets	IND 242	Industrial Management & Design
BUS 236	Market and Management Development	IND 353	Retailing and Wholesaling
BUS 367	Strategic Planning	IND 364	Prospective of production
BUS 369	Financial Management and Negotiations	IND 365	International Industrial Commerce
BUS 470	Public and Contemporary Administration	INT 481	Internship
CES 121	Introduction to Information Technology	MAN 231	Administrative Theories and processes
COM 111	English Composition I	MAN 242	Organization and methods
COM 121	English Composition II	MAN 353	Entrepreneurial Diagnostics
CMM 231	Logistics	MAN 354	Commercial and Fiscal law
CMM 484	Occupational Health	MAN 475	Organizational Behavior
ECO 354	Economy Support, Promotion and Development	MAN 486	Human Resources Management
ECO 121	Economics	MAT 111	Algebra and trigonometry
ECO 232	Microeconomics	MAT 358	Statistics and Probability
ECO 243	Macroeconomics	MAT 369	Qualitative and Quantitative Methods
ELE 471	Elective I	MAT 481	Financial Mathematics
ELE 472	Elective II	SOC 111	Sociology
		TCH 241	Technology and Systematization

COURSE DESCRIPTIONS

ADV242 ADVERTISING AND PUBLISHING MARKET (3 credits)

Course Description Provides information on the power of advertising, the advertising industry, analyzing the customer, preparing campaign ads, and more, based on review and reinforcement, critical-thinking exercises, vocabulary building, business math, and communications. It also reviews who the editors are, what they want, how much they buy and how much they pay with features on ethics, international business, technology, and career awareness.

BUS111 INTRODUCTION TO BUSINESS (3 credits)

Introduction to business will introduce the major topics of business that include management and leadership, organizational behavior, marketing, ethics, human resource, accounting and finance and technology. The basic business terminologies and concepts will be covered in the course, so when the students' progress a business degree these concepts will be familiar and easier to understand.

BUS122 GENERAL ACCOUNTING (3 credits)

Accounting is important for every business operations and for those individuals that strive to pursue a business of their own. Daily transactions are important to know how to document them in order to follow the progression of the business. Businesses transactions include many different areas that include from employee payrolls to accounting for the company's capital gains in stock, dividends and investments. Accounting is essential for CEOs, executives, top managers to aide them in the decision-making process and what kind of impact a decision will have on the organization. All companies have a sole responsibility for their accounting actions and should be upheld to the highest ethical standards for their employees, stakeholders, and the organization.

BUS235 COSTS AND BUDGETS (3 credits)

The budget is the most important tool in the planning of future activities of the company. It shows what resources are needed and how they will be used. A budget is also a means to an end, which means that you must plan your budget according to the objectives in order to achieve them. If you do not take the time to formulate it, you are more likely to

have difficulty achieving your company goals. Knowledge of planning, budgeting, and optimization of manufacturing costs in a company. **Prerequisite:** BUS122

BUS236 MARKET AND MANAGEMENT DEVELOPMENT (3 credits)

The market and management development is focused on the search for strategies and tactics that allow the continuous improvement of administrative actions in the search to formulate successful marketing plans, from the various management approaches. **Prerequisite:** ECO121

BUS367 STRATEGIC PLANNING (3 credits)

The strategic planning course shows how the results of assessments can be transformed into action plans for an organization and the procedures for facilitating that change. It allows realizing long-term organizational plans, taking a methodology of analysis of internal and external factors, to find the relationships, which allow designing strategies according to the particular conditions of each company. The central task of strategic management is to provide for long-term company success.

BUS369 FINANCIAL MANAGEMENT AND NEGOTIATIONS (3 credits)

Helps students identify, assimilate and understand the fundamental aspects of financial management and its influence on business decisions. Students will understand and apply quantitative methods in the process of identification, formulation and problem solving in order to inform decision-making. The student will be able to use computers as technological support tools in the solution of problems and decision-making in the company. **Prerequisite:** BUS236

BUS470 PUBLIC AND CONTEMPORARY ADMINISTRATION (3 credits)

Shows the operations of public agencies, helping them learn to affect positive changes, regardless of whether they are working outside the agency as citizens or within the agency as managers. With a strong emphasis on ethics, it introduces the theories and scholarly literature in the field. In addition, it increases a student's chances of being effective by developing personal and interpersonal skills such as personal management, communication, delegation,

motivation, and decision making.

Prerequisite: BUS369

CES121 INTRODUCTION TO INFORMATION TECHNOLOGY (3 credits)

This course prepares the student to solve business analyze business problem with the proper implementation of technology. This course familiarizes the student with business practices such as ITIL.

CMM231 LOGISTIC (3 credits)

This course will cover the basic concepts of the logistics process, such as the organization and distribution of goods, services and personnel; focused on customer satisfaction. The participant will learn to plan and coordinate all the activities and processes necessary for a product or service and thus ensure that it is generated and reaches the point where and when the end customer requires it at the lowest cost.

CMM484 OCCUPATIONAL HEALTH (3 credits)

Helps students to understand the main concepts in flexible manufacturing systems and their relationship with production management and occupational health.

COM111 ENGLISH COMPOSITION I (3 credits)

To allow students to demonstrate mastery of the principles of quality writing through a range of discussion, examples, and exercises, from writing development to mastery of the academic essay.

COM121 ENGLISH COMPOSITION II (3 credits)

Integrates advanced reading, writing, and grammar; paragraph building and essay writing skills; coverage of the writing process and the rhetorical modes is included. This course is required for all majors.

Prerequisite: COM111

ECO121 ECONOMICS (3 credits)

Develops competencies in basic concepts and fundamental principles to allow students to understand their environment, how to evaluate the country's economy, the national constitution and American cultural anthropology aspects.

ECO232 MICROECONOMICS (3 credits)

Examines the tensions between free market demands and government intervention and challenges

students to consider the implications of each.

Prerequisite: ECO121

ECO243 MACROECONOMICS (3 credits)

Diagnoses the external factors which have positive and negative effects on organizational survival and development. Examines the nature of today's economic market, issues of economic justice, macroeconomics and globalization, providing an ideal introduction to key economic ideas, offering a critical perspective on our present system and outlining clear alternatives for the future. **Prerequisite:** ECO232

ECO354 ECONOMY SUPPORT, PROMOTION AND DEVELOPMENT (3 Credits)

Examines the nature of today's economic market, issues of economic justice, macroeconomics and globalization, providing an ideal introduction to key economic ideas, offering a critical Perspective on our present system and outlining clear alternatives for the future.

Prerequisite: ECO243

ELE 471 ELECTIVE I

ELE 472 ELECTIVE II

HUM 111 GOVERNMENT AND DEMOCRACY (3 credits)

The objective of this course is to provide students with the opportunity to learn the core concepts of American Government and understand how those concepts apply to their lives and the world around them. Students and the System. This unit covers the basic structure of the American Government and its origins. Individual Agency and Action. This unit covers the liberties and rights and starts talking about democratic systems. Toward Collective Action: Mediating Institutions and how policy issues are resolved. Delivering Collective Action: Formal Institutions such as Congress and other branches of the Government. Outputs of Government: How policies are formed.

HUM123 PHILOSOPHY (3 credits)

Provides an examination of such central philosophical problems as ethics, theories of knowledge, the nature of reality, philosophy of religion and political philosophy.

IND231 INDUSTRIAL GOODS (3 credits)

This course aims to generate tools that contribute to knowledge and decision making on industrial products, supply chain, lean manufacturing, selection of suppliers and purchases, alliances and

relationships, to finish with the challenges of the future, for effective management of the supply chain.

IND242 INDUSTRIAL MANAGEMENT & DESIGN (3 credits)

This course has as main purpose the formation of an individual with the ability to design, manage and administer processes in enterprises of goods and services, under the criteria of productivity, competitiveness and sustainable economic development. **Prerequisite:** IND231

IND353 RETAILING AND WHOLESALING (3 credits)

This course aims to develop competencies oriented to the strategic process of sales through the design of distribution channels according to the nature of the product and the economic activity of the organization. This will allow in the student a criterion that will lead to the analysis of the different intermediaries of the distribution channel, identifying functions and characteristics of wholesalers and retailers, taking into account characteristics of the client and their impact on the organization.

Prerequisite: IND242

IND364 PROSPECTIVE OF PRODUCTION (3 credits)

This course is intended to allow for a comprehensive study of the production, the strategies of productivity, from the management of world-class operations, to the study of the integrated manufacturing, all with the aim of achieving the possible futures that you can imagine in the business world. **Prerequisite:** IND353

IND365 INTERNATIONAL INDUSTRIAL COMMERCE (3 credits)

Allows student to analyze our changing world and emphasize the different “game rules” we are working under in respect to the continental and world environment, thinking about the future to get ahead and start now to construct the future we want. The materials will help students to understand economic problems and international policies that commercial openness entails in a world where countries act differently from what was assumed by the theory.

Prerequisite: IND353

INT481 INTERNSHIP (6 credits)

The internship experience is the final phase of the undergraduate programs. This course includes a seminar and 15 weeks working in the field. This experience gives students the opportunity to transfer theoretical knowledge into practical application in a

supportive and supervised environment. Students gradually assume full responsibility for doing the work to which they are assigned. Interns must get their internship site approved by Dean of School.

MAN231 ADMINISTRATIVE THEORIES AND PROCESSES (3 credits)

The Theory and Administrative Process course establishes the bases of administrative knowledge, analyzing the evolution of administrative sciences and the contribution of civilizations from seniority to administration, as well as the postulates of the various administrative schools to converge on Administration functions

MAN242 ORGANIZATION AND METHODS (3 credits)

Describes the importance and needs of organization and methods, their nature and the requirements for an effective process. **Prerequisite:** MAN231

MAN353 ENTREPRENEURIAL DIAGNOSTICS (3 credits)

This is a course designed with the purpose of developing competencies in the diagnosis of internal factors that influence the organization through a business model to formulate actions that lead to the achievement of the proper functioning according to its long-term strategic device and short-term routine management control system. **Prerequisite:** MAN242

MAN354 COMMERCIAL AND FISCAL LAW (3 credits)

The course a structural component of the Bachelor program in Administration, presenting the different contents related to Commercial and Fiscal Laws. Students will develop competencies, in the application of basic concepts, fundamental principles of Tax (Tax) which will allow them to recognize their environment, especially the country's business opportunities and economic evaluation, national constitution, and Aspects of cultural anthropology. This basic course offers a clear legal application of real-world business and excludes theory that has no concrete practical applicability. Discussion on Contracts and Other commercial, fiscal, and related legal issues are fully integrated into thematic units where the related theory and the applicability of the policy is discussed.

MAN475 ORGANIZATIONAL BEHAVIOR (3 credits)

Discusses effective organizational behavior by practicing using realistic problems or dilemmas and then reflecting on their efforts, using concepts,

theories, reasoning, and guidance. By playing back and forth between action and analysis, students develop the ability to conceptualize and learn from their experience. **Prerequisite:** MAN354

MAN486 HUMAN RESOURCES MANAGEMENT (3 credits)

Students learn to communicate and understand corporate terminology, research and make business decisions, use the Internet and corporate Intranet as office tools, and work in real and virtual teams that let student complete entry-level activities in the human resources department of a large corporation as they perform activities related to recruitment and hiring, employee benefits, training, and legal compliance. **Prerequisite:** MAN475

MAT111 ALGEBRA AND TRIGONOMETRY (3 credits)

The course reviews fundamental principles of Algebra and explores polynomials, functions and their graphs, linear and quadratic equations, Polynomial and Rational Functions, and Trigonometry. Advanced topics such as Exponential and Logarithmic functions, and solving systems of equations, will be also covered.

MAT358 STATISTICS AND PROBABILITY (3 credits)

Presents a solid foundation in methods of data analysis and synthesis. Helps students to understand the theoretical aspects as important, yet learning to properly apply the theory to real-world problems is essential. **Prerequisite:** MAT111

MAT369 QUALITATIVE AND QUANTITATIVE METHODS (3 credits)

Qualitative and Quantitative Methods is a course that provides participants with the epistemological and procedural orientation of research methods in the social field, stimulating a reflexive attitude towards the processes of production of knowledge, as well as the development of knowledge related to training Integral of citizens and professional's sensitive to their social reality. Research methodology is taught as a supportive subject in several ways in most academic disciplines. The course has been designed to give participants the opportunity to increase their knowledge and experience in the field of qualitative and quantitative research methods. The focus will be on the coexistence of epistemological paradigms within the social sciences and the most widely used data collection techniques. It is located in the theoretical and methodological perspectives that are widely disseminated in research, including the

justification and characterization of what has been called trends, orientations, modalities or positioning of the methods, trying to provide tools that allow reflection on the different ways of producing scientific knowledge. **Prerequisite:** MAT358

MAT481 FINANCIAL MATHEMATICS (3 credits)

Presents how to diagnose the internal financial aspects, comparing them with the proposed model and getting an idea of the changes that must be introduced for good company administration. The student will learn to elaborate the financial diagnostics on external factors and financing opportunities positively or negatively affecting the company survival. **Prerequisite:** MAT369

SOC111 SOCIOLOGY (3 credits)

Offers tools for the understanding of communicative action in the cultural context of communities. It offers an American perspective, from sociology, on the development of the culture of our towns. The course introduces the student to the present debate on modern, pre-modern hybrid cultures and postmodern and the present contradictions of neoliberal capitalism as propellant of a "worldwide culture".

TCH241 TECHNOLOGY AND SYSTEMATIZATION (3 credits)

Helps students to realize how technology affects people and the world in which we live. The student will be able to understanding how people use technology, and why technological systems work the way they do. The scope of this course has been broadened with the addition of topics on computer and internet communication, agriculture and related biotechnologies, food processing technologies, and medical and health technologies.