



AUTONOMOUS UNIVERSITY OF AGUASCALIENTES

MASTER OF MANAGEMENT

PROGRAM¹

I. PROGRAM IDENTIFICATION

Responsible academic center:	Center for Economic and Management Sciences
Responsible academic departments:	Management, Marketing and Finances
Modality:	On-campus
Level:	Master's degree
Program Orientation:	Program that specializes in the profession
Program engagement:	It can be full time or partial time
Duration:	4 semesters
Academic Credits:	160
Kind of academic program:	Institutional Program
Approval date by the HUC ² :	September 27th, 2018

II. QUALITY CERTIFICATIONS

National:	National Postgraduate Quality Program (PNPC) Level: Consolidated
International:	-Accreditation Council for Business Schools and Programs(ACBSP) -Iberoamerican Association of Postgraduate Universities(AUIP)

III. PROGRAM OBJETIVE

To form high level professionals capable to apply innovative solutions in the field of enterprise management, through the management and intervention in public and private organizations, in order to achieve the growth, profitability and sustainability, with marketing and financial knowledge and practices; all these through a flexible program that allows a correct decision-taking in an environment with a high grade of uncertainty and in a dynamic and changing global scenario.

Date of last actualization: December 2022

¹ (Web version)

² Honorable University Council

IV. LINES OF RESEARCH

1. Sustainable Development Strategies
2. Organizational Behavior and Culture
3. Business Strategies

V. SPECIALIZATION AREAS

1. Management
2. Marketing
3. Finances

VI. APPLICANT AND GRADUATE PROFILES

APPLICANTS	GRADUATES
<p>Knowledge in:</p> <ol style="list-style-type: none"> 1. In the management field, which would be evaluated through a general knowledge test. 2. Oral and written communication methods and technics that allow an integral and correct speech. 3. Methods to research information in diverse sources. 4. Management, whether it be by professional experience or academic formation. 5. Management of human capital to integrate and lead work teams. 6. Management process that allows controlling an enterprise. 7. In business management. 	<p>Knowledge in:</p> <ol style="list-style-type: none"> 1. In techniques for obtaining information and proposing solutions to management problems. 2. In methodologies of intervention in the organization for the diverse strategies of the management of organizations. 3. The environment that affects the organization. 4. In business models and entrepreneurship. 5. Of the organization as an economic and social system in continual update. 6. Of management process and functional areas. 7. On the organizational culture and sustainability of organizations. 8. In business, operational and corporate finance, as well as in stock market finance. 9. In the current concepts of the problem derived from the risk and return of national and international investments. 10. From a clearly prospective vision to develop economic-financial scenarios. 11. Of the consumer decision-making processes. 12. On the processes of market segmentation and positioning. 13. On the methodology for the application of market research and development and management of new products and services. 14. Of the processes and strategies of the marketing mix.
<p>Skills:</p> <ol style="list-style-type: none"> 1. In oral and written communication. 2. In the knowledge and comprehension of a second language, English preferably. 3. In situational analysis. 4. In the search of alternatives and capacity of strategic planning. 5. In critical thinking. 6. In mathematics and abstract thinking. 	<p>Skills:</p> <ol style="list-style-type: none"> 1. To analyze and evaluate the information and propose strategies to improve the level of competitiveness of the organization. 2. In solving problems of its competence within social organizations, proposing and evaluating alternative solutions through an analytical and systematic treatment of information, in accordance with the methodology of management sciences. 3. To analyze and evaluate accounting, financial and economic information. 4. To apply the appropriate criteria for the analysis, valuation and evaluation of money market instruments, financial derivatives, investment projects and placements of private companies, in the national market and abroad.

	<ol style="list-style-type: none"> 5. Develop innovative business proposals that allow undertaking and improving the use of economic resources at the regional, national and international levels, generating social and economic value. 6. Evaluate the economic, political and social context for the benefit of their professional environment with a comprehensive vision of the contemporary world to pay for the financial culture of the professional. 7. Manage, negotiate and administer financial public and private resources in order to make its use more efficient in a responsible and ethical manner.
<p>Attitudes</p> <ol style="list-style-type: none"> 1. Open mind to new knowledge. 2. Creativity. 3. With initiative. 4. Acceptation to the positively established. 5. Collaborative work. 6. Tolerance to the divergence of ideas. 7. Proactive and focused on problem solving. 8. Actions attached to values. 9. Respect for the environment, social and legal institutions and, in general, to the university community. 	<p>Attitudes:</p> <ol style="list-style-type: none"> 1. In favor of the organization's social responsibility. 2. On ethical behavior in business. 3. On the sustainability of the company and the environment. 4. Proactive towards the changes and innovations in organizations. 5. On the will to work in a team. 6. The proper use of the information. 7. In the responsibility to assume the effects and consequences of economic, legal, social and philanthropic decisions of fair organizations in balancing the interests of the company and the consumer.
<p>Values</p> <p>Autonomy. Honesty. Humanism. Integrity. Respect. Individual and social responsibility.</p>	<p>Values:</p> <p>Autonomy. Honesty. Humanism. Integrity Respect. Individual and social responsibility.</p>

VII. ADMISSION AND SELECTION REQUIREMENTS

Admission

1. To pass the EXANI III exam with a minimum score of a 1,000 points.
2. Minimum 8.0 (eight) grade point average obtained in the Bachelor's degree.
3. To accomplish with all the documents specified and required by the Records Office.
4. Motivation letter.
5. Professional experience letter that proves that the applicant has at least a year of work experience.
6. To send an intervention project in the economic and management area.
7. To send CV to the Academic Council of the program, which the Council will check.
8. Personal interview with the Academic Council.
9. To pass a general exam of knowledge in the area.
10. To pass the TOEFL test with a grade higher than 450 points, but the applicant can be admitted with 400 points, but he/she must obtain 450 points during the first years after starting the program.

VIII. CURRICULAR ORGANIZATION AND STRUCTURE OF THE PROGRAM

Program Organization

Distribution of the academic charge by formation axes

Formation ax	Semester / Number of subjects				Total
	1	2	3	4	
Basic	4	3	0	0	7
Disciplinary		2	0	0	2
Terminal	1	0	1	2	4
Elective	0	0	3	0	3
Complementary Activities	--	--	--	--	--
Total	5	5	4	2	16

Distribution of the subjects according to semester and by formation axes.

Formation ax	Number of subjects	% of subjects	Credits	% in credits
Basic	7	43.75%	31	19.38%
Disciplinary	2	12.50%	14	8.75%
Terminal	4	25%	71	44.38%
Elective	3	18.75%	24	15%
Complementary Activities	--	--	10	6.25%
Dissertation Defense	--	--	10	6.25%
Subtotal	16	100%	160	100%

Curriculum Map

Formation axes	Semester 1	Semester 2	Semester 3	Semester 4
Basic 31 Credits	Statistics for Business TH: 1, PH: 2 Credits: 4	Analysis and financial management TH: 1, PH: 2 Credits: 4		
	Qualitative methods for entrepreneurs TH: 1, PH: 2 Credits: 4	Strategic Marketing TH: 2, PH: 1 Credits: 5		
	Economic environment of the sustainable business TH: 2, PH: 1 Credits: 5	Change and Organization Development TH: 2, PH: 1 Credits: 5		
	High management and decision making TH: 1, PH: 2 Credits: 4			
Disciplinary 14 Credits		Specialty subject I TH: 2, PH: 3 Credits: 7		
		Specialty subject II TH: 2, PH: 3 Credits: 7		
Terminal 71 Credits	Enterprise Case Studies TH: 2, PH: 3 Credits: 7		Practical case seminar I TH: 0, PH: 19 Credits: 19	Practical case seminar II TH: 0, PH: 20 Credits: 20
				Professional stay TH: 0, PH: 25 Credits: 25
Elective 24 Credits			Electives* TH: 9, PH: 6 Credits: 24	
Activities 10 Credits			Stays; referred articles, chapters, posters writing; presentations; participation in projects.	
TH: Theoretical hours per week, PH: Practice Hours per Week				

IX. PERMANENCE REQUIREMENTS

The student could remain in the program if he/she accomplishes with all the policies established in the General Regulation of Teaching of this university.

The student must attend the university policies related to the academic and administrative permanence requirements, which means, attend and pass all the subjects contained in the curricular map and accomplish all the activities assigned by the program.

Each subject must be passed in the ordinary period with a minimum grade of 7.0, according to what has been established by the General Regulation of Teaching, or in an extraordinary exam, having just once chance to pass the object that was failed.

One important aspect for the permanence is the presentation of significant advances in the student's receptional project, according to what it is indicated in each subject related to those ends. Not accomplishing these core results will lead to the expulsion of the program.

Students must submit a written report of activities and progress to the academic coordination of the program, endorsed by the tutor. The report must reflect the progress of the professional reception work, as well as professionalizing activities and stays, including mobility, that can help terminal efficiency and maximum graduation time.

X. GRADUATION REQUIREMENTS

1. To pass all the subjects, seminars and activities indicated in the curricular map.
2. Obtain an 8.0 (eight) grade point average.
3. To show and defend the receptional project in a public event and to do it according to the established times and forms in the "Manual for the Elaboration of Receptional Projects in Postgraduate Studies: Thesis or Practical Project"; and in the General Regulation of Teaching.

XI. CORE FACULTY

Grade	Name	Institution where the degree was obtained	Line of Research
Ph.D.	Alfonso Martín Rodríguez	East Free School of Politic Sciences and Public Administration	Business Strategies
M.T.	Astrid Vargas Vázquez	University for International Cooperation	Sustainable Development Strategies
Ph.D.	Bogar García Martínez	Autonomous University of Zacatecas	Sustainable Development Strategies
M.B.A.	David Luján Hernández	Autonomous University of Aguascalientes	Organizational Behavior and Culture
Ph.D.	Elena Patricia Mojica Carrillo	Autonomous University of Aguascalientes	Organizational Behavior and Culture

Ph.D.	Gloria Leticia Martel Campos	East Free School of Politic Sciences and Public Administration	Business Strategies
Ph.D.	Gonzalo Maldonado Guzmán	University of Valencia	Sustainable Development Strategies
Ph.D.	Ismael Manuel Rodríguez Herrera	University Antonio de Nebrija	Sustainable Development Strategies
Ph.D.	José Trinidad Marín Aguilar	University of Valencia	Business Strategies
Ph.D.	Marcelo de Jesús Pérez Ramos	Autonomous University of Aguascalientes	Organizational Behavior and Culture
Ph.D.	María del Carmen Martínez Serna	Autonomous University of Aguascalientes	Organizational Behavior and Culture
Ph.D.	Ricardo García Ramírez	Autonomous University of Aguascalientes	Organizational Behavior and Culture
Ph.D.	Rocío Montserrat Campos García	Autonomous University of Querétaro	Business Strategies
Ph.D.	Sandra Yesenia Pinzón Castro	Autonomous University of San Luis Potosí	Sustainable Development Strategies
Ph.D.	Silvia Mata Zamores	Autonomous University of Querétaro	Organizational Behavior and Culture

XII. FLEXIBILITY OF THE PROGRAM

Congruent to the educational model of the Autonomous University of Aguascalientes (UAA) and the national and international trends on educational programs design, the Master of Management offers flexibility on diverse important characteristics. This program has elective credits, which could be cover within or outside the University, in a national or international organization; these credits would have to be approved by the tutor and the Academic Council. In case of covering credits with subjects from the University, that subject would have to count at least with 10 students. The elective credits could be covered between the third and the fourth semesters, since those semesters have less academic charge and they are more flexible to the development of complementary activities.

Students can cover their complementary activities with participations in local, national and international congresses; national or international research stays; publications along their tutorial committee (book chapters, books, indexed journals), among others determined by the Academic Council. Complementary activities are selected according the needs and requirements of the students, which will depend on the advance their receptional work and the lines of research of the program. That way, complementary activities could be covered between the third and the fourth semesters, since those semesters have less academic charge and they are more flexible to the development of complementary activities.