

Course Syllabi

1. EDCA-00227 DESIGN MANAGEMENT PROJECTS

2. 144 credits hours.

3. Specific Course Information

- a. The subject of Project Design and Management allows the student to formulate and evaluate feasibility projects for the creation of new companies that seek to become an entrepreneurship initiative or an initiative that creates value with innovation to lead to an improvement within a consolidated company and of interest. The subject begins with: Definition of the Project, why is it invested?, why are projects necessary?, decision and evaluation of them. Preparation and eval process tion of projects previously going through the conception of the idea of value and developing studies of Market, Technical and Financial in which the knowledge of the student is applied throughout his or her career for a correct integration. Market study: Objectives, definition of the product and its potential market, collection of qualitative and quantitative information, supply, demand, price to the market, marketing. Technical study: Objectives, Management indicators, Project engineering, and equipment and machinery, plant distribution, management models, organization chart, legal framework, logistic models and process improvement (lean). Financial study: Objectives, Flows, Production costs and expected revenues, Investment with credit mechanisms or applicable financing, depreciations and depreciations, point of balance, state of results and general balance, TIR, VAN, risk analysis.
- b. Prerequisites:
 - EDCA-00229 FINANCIAL MANAGEMENT

4. Learning Objectives of the Course

- a. The aim of the course is to enable students to identify an idea with potential and to add value so that it becomes a project that can represent a personal or collective enterprise; or an implementation project in a company of particular interest of the student that contributes significantly to the study company. To this end, it will be in the capacity to research, formulate the project and analyze it from different fields, including the market. or, the technical, the financial and the risks.
 - Provide the knowledge necessary to determine a project within a specific market
 - Provide the knowledge to have the ability to determine the technical feasibility of a project
 - Provide the knowledge to have the ability to determine the financial feasibility of a project
 - Have the ability to identify new ideas with the potential of a successful company or project Have the knowledge to determine the feasibility of a project project regarding the market study Having the knowledge to determine the technical feasibility of the project Having the knowledge to determine the financial feasibility of the project Having the knowledge for the management and evaluation of the project.
- b. Learning Outcomes
 - Identify, define and formulate the project based on an idea that adds value
 - Knows and applies scientific concepts about the feasibility of a project through market, technical and financial study
 - Use specialized tools with problem solving techniques

5. Course Topics

- General, project management and value idea
- Market study

- Technical study
- Financial survey
- Implementation and assessment of the project