



# CURRICULUM

VIA NOVUS UNIVERSITY

BACHELOR'S DEGREE IN MANAGEMENT AND  
PRODUCTIVITY

## GENERAL TARGETS OF THE CURRICULUM

Train professionals with specific expertise in management and productivity, with an entrepreneurial vision, with creative abilities to run organizations, optimize resources and be competitive both at national and international levels.

## GRADUATE PROFILE

Exercise the profession in different contexts based on universal principles and values in an ethical framework and sensible to cultural diversity.

Exercise their profession committed to the pursuit of continuous learning and their integral development, managing the organizational resources, creating an ecological culture and contributing to sustainable development.

Analyze and interpret administrative information, economic, financial, legal and social issues for decision-making with the purpose of diagnosing, preventing and solving problems in organizations where research abilities can be developed for the solution of administrative problems and projects in the area of its competence.

To provide consultancy services in their professional field, and also know and use technology information for the development of the administrative practice.

Observe the current legal framework related to the exercise of their profession.

Know and use the financial tools of the organization and define appropriate strategies for the acquisition and application of economic resources to maximize the value of the company.

LIST OF SUBJECTS OR LEARNING UNITS	KEY	CREDITS
1. Mathematics	MAT	4
2. Applied Computer Science	ACS	4
3. Intellectual Tools Workshop	ITW	4
4. Analysis of the National Reality	ANR	4
5. Integral Administration	IAD	3
6. Financial Accounting	FAC	4
7. Administrative Statistics	AST	3
8. Labor Law	LLA	3
9. Accounting Costs	ACO	3
10. Marketing	MAR	4
11. Commercial Law	CLA	3
12. Organizational Communication	OCO	3
13. Macroeconomics	MAE	4
14. Administration of Human Resources	AHR	4
15. International Business	IBU	4
16. Ethics and Professional Development	EPD	3
17. Management and Collaborative Work	MCW	3
18. Operations Research	MRE	3
19. Financial Management	FMA	4
20. International Economy	IEC	3
21. Market Research	MRES	4
22. Analysis of Financial Conditions	AFC	3
23. Organizational Interaction	OIN	4
24. Research Projects	RPR	3
25. Production Management	PMAN	3
26. Company Evaluation	CEV	3
27. Sustainable Development	SDE	3
28. Strategic administration	SAD	3
29. Marketing Communication	MAC	3
30. Diagnosis and Bussiness Evaluation	DBE	3
31. Quality Management	QMA	3
32. Microeconomics	MIE	3
33. Formulation and Project Evaluation	FPE	4
34. Consultancy	CON	3
35. Organizational Design	ORD	3
36. Projects and Academic Products	PAP	4
	<b>TOTAL CREDITS</b>	<b>122</b>