

SYNTHETIC PROGRAM

ANALYTICAL PROGRAM

1. Identification Details:

• Name of institution and division:	Universidad Autónoma de Nuevo León
• Name of learning unit (course):	Leadership, entrepreneurship and innovation
• Total number of theoretical/practical in-classroom hours:	40 hours
• Total number of out-of-classroom hours:	20 hours
• Modality:	On-campus
• Academic term:	Semester
• Type of course:	Required
• Curricular Area:	General University Education
• UANL credits:	2
• Date prepared:	18/January/2016
• Date last updated:	18/January/2024
• Course designer(s):	M.A. Francisco Jesús Barrera Cortinas, Dr. Luis Agustín Cárdenas Franco, L.B.G. Ángela Gabriela Carrillo Rodríguez, M.C. Irma Leticia Garza González, M.C. José Alfredo Godinez Yerena, Dr. Ricardo Gómez Flores, Mtro. Fernando Javier Gómez Triana, Ing. Adrián Gerardo Marroquín Ortega, and M.E.S. Lucinda Sepúlveda García
	Collaborators: M.C. René Martínez Cruz and L.B.G. Noé Javier CavazosEscamilla

2. Purpose:

In this learning unit, the students will develop the competencies that lead them to use logical, critical, and creative thinking, aimed at exercising leadership with the ability to direct and coordinate new inter-, multi- and transdisciplinary academic and professional projects with social responsibility in the local, national and international contexts, contributing to a vision of competitiveness, ambition, and self-management through educational experiences that allow them to develop a proactive attitude towards the strengthening of an organization.

3. State graduate profile competencies:

General competencies to which this learning unit contributes:

Instrumental:

- Apply autonomous learning strategies at different levels and fields of knowledge that allow them to make timely and relevant decisions in the personal, academic and professional spheres.
- Use logical, critical, creative, and proactive thinking to analyze natural and social phenomena that allow them to make relevant decisions in their sphere of influence with social responsibility.
- Develop inter-, multi- and transdisciplinary academic and professional proposals in accordance with the best global practices to promote and consolidate collaborative work.

Personal and social interaction:

- Intervene in face of the challenges of contemporary society at the local and global levels with a critical attitude and human, academic, and professional commitment to contribute to consolidating general well-being and sustainable development.

Integrative:

- Assume leadership, committed to social and professional needs to promote relevant social change.

4. Comprehensive evaluation of processes and products (grade weighting / summative evaluation):

- Oral and written presentation of topics assigned by the professor.

5. Integrative learning product of the learning unit:

The PIA will be called PDP (Personal development plan) and it is built with 3 aspects: Descriptive PDP, Personal Marketing PDP, and Matrix evaluation of transformative proposal PDP that each one addresses throughout each one of the 3 phases (annex 4).

6. Support and consultation sources (bibliography, periodicals, electronic sources):

BIBLIOGRAPHY:

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Rodríguez, E. Mauro. (1995) *Mil ejercicios de creatividad clasificados* (One thousand creativity exercises classified). Ed. McGRAW-HILL.

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Alcaraz Rodríguez, Rafael (2011[1996]): *El emprendedor de éxito* (The successful entrepreneur). McGraw Hill/Interamericana Editores, S.A. de C.V., Mexico, D.F., 4a. Ed.

Buzán, Tony, (2008) *El poder de la inteligencia creativa* (The power of creative intelligence). Spain: Ed. Urano.

Castilla A., Garza R., Sáenz L., Sepúlveda, L. (2009). *Emprendedor competitivo: Líder innovador* (Competitive entrepreneur: Innovative leader). Grupo Editorial Patria, S.A. de C.V., Mexico.

Website of the World Intellectual Property Organization (<http://www.wipo.int/about-ip/es/>).

Website of the Mexican Industrial Property Institute (<http://www.impi.gob.mx/>).

Website of the National Copyright Institute (<http://www.indautor.gob.mx/>).

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Paris agreement on the protection of Industrial Property (http://www.wipo.int/treaties/es/text.jsp?file_id=288515).

Federal Copyright Law (http://www.wipo.int/wipolex/es/text.jsp?file_id=340767).

Law of Industrial Property (http://www.wipo.int/wipolex/es/text.jsp?file_id=264465).

WIPO brochure on the basic principles of copyright and related rights (http://www.wipo.int/edocs/pubdocs/es/intproperty/909/wipo_pub_909.pdf).

WIPO brochure on the basic principles of industrial property (http://www.wipo.int/edocs/pubdocs/es/intproperty/895/wipo_pub_895.pdf).

IMPI user's guide on Patents and Utility Models (<http://www.impi.gob.mx/patentes/Paginas/GuiaPatentesModelosUtilidad.aspx>).

IMPI user's guide on Industrial Designs (<http://www.impi.gob.mx/patentes/Paginas/GuiaDisenosIndustriales.aspx>).

IMPI user's guide on Distinctive Signs (<http://www.impi.gob.mx/marcas/Paginas/GuiaSignosDistintivos.aspx>).

Website of MARCANET, the IMPI System for External Trademarks Consultation

(<http://marcanet.impi.gob.mx/marcanet/controler/home>).

Prieto Sierra, Carlos (2014): *Emprendimiento Conceptos y plan de negocios* (Entrepreneurship: Concepts and Business Plan) Pearson Educación de México, S.A. de C.V., Mexico.

Website of the Secretariat of Economics (www.economia.gob.mx).

Website of the National Entrepreneurship Institute (www.inadem.gob.mx).

Website of the National Institute of Statistics and Geography
(www.inegi.org.mx).

Website of the Secretariat of Foreign Affairs (www.sre.gob.mx).

Website of the Directory of Notaries in Mexico Sitio de Directorio
(www.notarios.com.mx).

Website Tuempresa.gob.mx (www.tuempresa.gob.mx).

Website of the Secretariat of the Treasury and Public Credit
(www.shcp.gob.mx).

Website of the Tax Administration Service (www.sat.gob.mx).

Website of the Mexican Social Security Institute (www.imss.gob.mx).

Website of the National Workers' Housing Fund Institute (www.infonavit.org.mx).

Website of the Mexican Business Information System (www.siem.gob.mx).

Website of the Secretariat of Health (www.salud.gob.mx).

Website of the Secretariat of Labor and Social Benefits
(www.stps.gob.mx).

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Website of the Secretariat of Social Development (www.sedesol.gob.mx).

Website of the Secretariat for Agriculture, Livestock, Livestock, Rural Development, Fisheries, and Food
(www.sagarpa.gob.mx).

Website of the Secretariat of the Environment and Natural Resources (www.semarnat.gob.mx).

Oropeza M. R. (1992): "Creatividad e innovación empresarial" (Creativity and business innovation). Panorama Editorial. S.A. de C.V., Mexico.