



UNIVERSIDAD AUTÓNOMA DE NUEVO LEÓN  
SCHOOL OF MEDICINE  
Ba CLINICAL CHEMISTRY



**SYNTHETIC PROGRAM.**

<b>1. Identification data:</b>	
• Institution	Universidad Autónoma de Nuevo León
• College	School of Medicine
• Education program	Clinical Chemistry
• Learning unit	Strategic project management
• Total hours of classroom, theory and practice	60
• Frequency in classroom per week	3 hours
• Total extra hours (Outside classroom)	30
• Modality	Face-to-face instruction
• Academic period	Ninth semester
• Type of learning unit	Elective
• Curricular area	ACFP-F
• UANL Credits	3
• Date of elaboration	11/12/2018
• Date of actualization	28/06/2024
• Responsible (s) for the design and actualization	PhD Sonia Lozano Quintanilla

## **2.Purpose(s):**

The purpose of this learning unit is to contribute to achieving the graduate profile by developing the necessary skills to promote feasible and entrepreneurial ideas in a business plan oriented to one of the occupational fields of the Clinical Biologist Chemist.

The unit contributes to the achievement of three general competencies by developing individual logical and critical thinking, as well as a proactive sense to establish and support administrative systems in a company oriented to one of the occupational fields of the graduate of the degree. It allows to know and assume the responsibility of the administrator in decision making based on the demand for quality, costs and efficiency to achieve the satisfaction of the company's clients. It enables graduates to intervene in the face of the challenges and needs of Mexican society through critical development and human, academic and mainly professional commitment to contribute to the well-being of society and sustainability through the production of goods or the development of services. It also provides the bases to resolve personal and social conflicts according to the appropriate administrative tools.

Regarding the acquisition of specific skills, the learning unit provides the knowledge and logical and critical thinking to guarantee the goods produced or the services offered by applying the current quality control guidelines. Likewise, the content of the unit enables the graduate to secure the necessary material, human, financial and infrastructure resources, applying quality management systems for the proper functioning and continuous improvement of a company.

The learning unit on Strategic Project Management is taught in the ninth semester of the Educational Program for Clinical Chemistry and is closely related to the learning unit on Management and Quality in the Clinical Laboratory, reviewed in the eighth semester, as it provides the student with the administrative bases in the clinical area

## **3. Competence of the graduate profile**

- **General skills contributing to this learning unit**

### **Instrumental skills:**

5. To 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.

### **Personal and social interaction skills:**

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

### **Integrative skills:**

14. To resolve personal and social conflicts, in accordance with specific techniques in the academic field and in their profession for appropriate decision-making.

- **Specific skills of the graduate profile that contributes to the learning unit**

7. To guarantee the reliability of the analytical results obtained by applying quality control guidelines as established by laboratory policies for correct decision-making.

8. To ensure the necessary resources by applying quality management systems for the proper functioning and continuous improvement of the laboratories.

#### **4. Factors to consider for evaluating the learning unit**

- Evidences
- Course integrative project/product

#### **5. Integrative learning Product:**

The course learning product consists of an oral presentation of the business plan worked on during the semester, supported by the evidence developed throughout the course regarding the strategic administration, design and management of a company where the Clinical Biologist Chemist operates according to his/her professional skills. Its objective will be to persuade the teachers to classify the project as a feasible business plan.

Performance criteria:

It is a requirement that the student make a presentation in person in the assigned classroom. This must be supported by an executive presentation in Power Point to demonstrate his/her knowledge and mastery of the subject, as well as the business plan, taking a maximum time of 20 minutes for the complete presentation.

The business plan must contain, as a minimum, the following points:

- Executive summary
- Background of the medium and target market
- Analysis of opportunities and threats
- Mission, vision and business objectives
- Regulations applicable to the business
- Company structure and human team
- Architectural plan
- Key operations and process plans
- Competing companies
- Marketing strategy
- Product/service portfolio
- Approximate sales prices
- Investment proposal
- Five-year sales forecast
- Five-year earnings forecast
- Financial needs
- Business plan conclusion

<b>6. Sources of support and consultation (bibliography, hemerography, electronic sources):</b>
<p>Arias, F. and Heredia, V., (2006). Human Resources Management: for high performance, 6th Edition, Mexico: Editorial Trillas.</p> <p>David, F., (2013). Strategic Management Concepts, 14th Edition, Mexico: Pearson Education Publishing.</p> <p>Emery, D. and Finnerty, J., (2000). Corporate Financial Management, 1st Edition, Mexico: Pearson Education.</p> <p>Fernández-Espina, C. and Mazziota, D., (2005). Quality Management in the Clinical Laboratory, 1st Edition, Buenos Aires: Editorial Médica Panamericana.</p> <p>Kotler, P. and Keller, K., (2006). Marketing Management, 12th Edition, Mexico: Pearson Education</p>