

HIGHER UNIVERSITY TECHNICIAN IN AQUACULTURE
PROJECTS SPECIALIST
PROFESSIONAL COMPETENCIES

COURSE OF SOCIO-ECONOMIC ASSESSMENT
LEARNING UNITS

1. Competencies	DEVELOP SUSTAINABLE AQUACULTURE PROJECTS, BASED ON THE MARKET NEEDS AND THE ESTABLISHED REGULATIONS, TO CONTRIBUTE TO THE DEVELOPMENT OF THE SECTOR.
2. Four Month period	FIFTH
3. Theoretical Hours	35
4. Practical Hours	25
5. Total Hours	60
6. Week Total Hours Four Month Period	4
7. Course Objective	The student will determine the social and economic impact of an Aquaculture project, based on the characterization of factors, to contribute to the viability of a project.

Theme Units	Hours		
	Theoretical	Practical	Totals
I. Social Geography	15	10	25
II. Investment Project Economics	20	15	35
Totals	35	25	60

WRITTEN BY:	Committee of Directors of the Career of TSU in Aquaculture	REVISED BY:	
APPROVED BY:	C.G.U.T.	EFFECTIVE DATE:	September 2011




SOCIO-ECONOMIC ASSESSMENT


LEARNING UNITS

1. Theme Unit	Social Geography
2. Theoretical Hours	15
3. Practical Hours	10
4. Total Hours	25
5. Objective of the Learning Unit	The student will determine the social conditions of the Aquaculture project, to assess the impact on the project.

Themes	Learning to know	Learning to do	Learning to be
Local Culture	Explain the concept of Local Culture and its elements: <ul style="list-style-type: none"> - Traditions - Idiosyncrasy - Social organization. - Labor organization: Unions and work habits - Social stability 	Describe the cultural conditions of a geographic region	Organized Systematic Methodical Observant
Demographics	Explain the concept of demographics and its descriptive components: <ul style="list-style-type: none"> - Population Composition - Mortality Rate - Birth Rate - Population Growth Rate - Education Level - Migration Rate - Economically Active Population (EAP) 	Characterize demographically a region.	Organized Systematic Methodical

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Themes	Learning to know	Learning to do	Learning to be
Social Impact of Aquaculture Projects	Explain the social impact of Aquaculture projects and its criteria.	Distinguish the impact of cultural and demographic factors on Aquaculture projects.	Foundations of Microeconomics

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SOCIO-ECONOMIC ASSESSMENT

EVALUATION PROCESS

Learning outcomes	Learning sequences	Instruments and type of reagents
<p>Based on a case study, the student will prepare a report on the sociocultural and demographic characterization including:</p> <ul style="list-style-type: none"> - Cultural conditions of the region. - Demographic conditions of the region. - Impact of social factors on the Aquaculture project. - Recommendations 	<ol style="list-style-type: none"> 1. - Understand the concept of local culture and its components. 2. Understand the concept of demographics and its components. 3. - Identify the concept of social impact of Aquaculture projects and its criteria. 	<p>Case study Checklist</p>

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SOCIO-ECONOMIC ASSESSMENT

TEACHING LEARNING PROCESS

Methods and teaching techniques	Media and didactic materials
Project-based learning Case analysis Collaborative teams	Internet Projector Computer Printed cases

LEARNING SPACE

Classroom	Laboratory / Workshop	Company
X		

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LEARNING UNITS

2. Theme Unit	Investment Project Economics
1. Theoretical Hours	20
2. Practical Hours	15
3. Total Hours	35
4. Objective of the Learning Unit	The student will characterize economically a region, to determine the impact of the Aquaculture project.

Themes	Learning to know	Learning to do	Learning to be
Economic Sectors	<p>Explain the concept of economic sectors</p> <p>Identify the economic sectors present in a region and their importance:</p> <ul style="list-style-type: none"> - Primary - Secondary - Tertiary 	Distinguish the economic sectors and their importance in a geographical region.	Organized Systematic Methodical Observer
Economic indicators	<p>Explain the concept of economic indicator and its interpretation:</p> <ul style="list-style-type: none"> - Gross Domestic Product (GDP) - Per Capita Income - Employment and unemployment rate - Skilled Labor - Current Minimum wage in the region. 	Characterize a region susceptible to aquaculture development based on economic indicators.	Organized Systematic Methodical
Foundations of Microeconomics	Explain the concepts of supply, demand, market and price.	Determine prices, supply and demand of aquaculture products.	Foundations of Microeconomics

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Themes	Learning to know	Learning to do	Learning to be
	<p>Explain the Law of Supply and Demand.</p> <p>Identify the factors that affect the supply, demand and price of an aquaculture product.</p>		

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EVALUATION PROCESS

Learning outcomes	Learning sequences	Instruments and type of reagents
<p>Based on a case study, the student will prepare a report on the economic impact of an aquaculture project, including:</p> <ul style="list-style-type: none"> - Economic sectors and their interpretation. - Economic indicators of the region and its interpretation. - Market description of the aquaculture product, with the factors that affect its supply, demand and price, alongside with its interpretation - Economic impact of the aquaculture project from direct, indirect and economic income. 	<ol style="list-style-type: none"> 1.- Identify the concept of economic sectors. 2.- Understand the economic indicators. 3.- Identify the concepts of supply, demand, market and price and factors that affect them. 4.- Understand the economic impact and the criteria to measure it. 5. Analyze the impact of the aquaculture project on the economic activity. 	<p>Case study Checklist</p>

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TEACHING LEARNING PROCESS

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SOCIO-ECONOMIC ASSESSMENT

CAPACITIES DERIVED FROM THE PROFESSIONAL COMPETENCES TO WHICH THE COURSE CONTRIBUTES

Capacity	Performance Criteria
Diagnose the social, economic, physical and normative environment according to the criteria of regional diagnostic study, to identify the possibility of developing aquaculture projects	<p>Prepare a technical report on the regional context of the aquaculture sector, describing the following aspects:</p> <ol style="list-style-type: none"> 1. Social character of the population: composition, mortality rate, fertility, growth, education, migration, economically active population. 2. Economic nature: productive sectors, GDP, economic activities, 3. Physical-environmental character: geographical, biological, climatological characterization. 4. Normative character: applicable regulations 5. Final report explaining the possibility for developing aquaculture projects
State the potential market of an aquaculture product through an analysis of the situation of the markets, to identify marketing opportunities.	<p>Prepare a report about the market analysis of aquaculture products that includes:</p> <ul style="list-style-type: none"> - Characteristic of the markets of the main products and supplies. - Channels of distribution and sale. - Conditions and mechanisms for supplying raw materials and supplies. - Plan and marketing strategy: <ol style="list-style-type: none"> A) Price structure of products and by-products, as well as sales policies. B) Competitiveness analysis. C) Income projection <p>Letters of Intent and/or contracts for the purchase and sale of raw materials and products.</p>

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Capacity	Performance Criteria
<p>Manage the financial support needed with the corresponding institutions according to the established procedure and regulations for the implementation of the sustainable aquaculture project.</p>	<p>Integrate a file of financial support for a sustainable project, including:</p> <ul style="list-style-type: none"> - Institutions that provide financial support according to the characteristics of the project - Policies of operation of the institutions. - Request forms.

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BIBLIOGRAPHY

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Jaime Orosa Díaz	1969	Cultura mexicana : Apuntes sobre sus orígenes y caracteres	México, D.F.	México	Universidad de Yucatán
CONAPO	1999	<i>Entre el proceso global y el conocimiento local: ensayos sobre el estado, la sociedad y la cultura en el México del siglo XXI</i>	México, D.F.	México	Porrúa
Elizondo López, Arturo	2003	<i>Atlas demográfico de México.</i>	México, D.F.	México	CONAPO
INEGI	2010	Censo de población y vivienda 2010	México, D.F.	México	INEGI
INEGI	2011	Censo económico 2001	México, D.F.	México	INEGI
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