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| **Agosto-Diciembre (Fall semester)** | | | | |
| **Materia** | **Course** | **Academic Area** | **Programs** | **Level** |
| Análisis de Mercados | Market Analysis | Economics | Eco | Intermediate |
| Desarrollo de Producto | Product Development | Marketing | Mkt | Intermediate |
| Costos | Cost Analysis | Accounting | Mkt, Neg, Dir, Fin, RH, Cont | Basic |
| Finanzas Corporativas | Corporate Finance | Finance | Dir, Fin, Neg, RH, Cont, Eco | Intermediate |
| Investigación de Mercados | Marketing Research | Marketing | Mkt | Intermediate |
| Operaciones y Procesos de la Empresa | Business operations and processes | Administration | Mkt, Neg, Dir, Fin, RH, Cont | Intermediate |
| Análisis de decisiones/ Teoría de decisiones | Decision Analysis / Decision Theory | Mathematics/IT | Mkt, Neg, Dir, Fin, RH, Cont | Intermediate/ Professional |
| Fundamentos de Negocios Int. | Fundamentals of International Business | International Business | Neg | Intermediate |
| Inteligencia de Negocios | Business Intelligence | Administration | Neg, Eco (Neg) | Professional |
| Logistica Internacional | International Logistics | International Business | Neg | Professional |
| Macroeconomía Intermedia | Intermediate Macroeconomics | Economics | Eco | Basic |
| Análisis e interpretación de la información financiera | Analysis and Interpretation of Financial Information | Finance | Fin, Mkt, Neg, Dir, RH, Cont | Basic |
| Nuevos Modelos de Negocio y Tecnologías de Información | New Business Models and Information Technologies | Mathematics/IT | Mkt, Neg, Dir | Professional |
| Fundamentos de Mercadotecnia | Fundamentals of Marketing | Marketing | Fin, Mkt, Neg, Dir, RH, Cont | Basic |
| Derecho Internacional | International Law | Law | Neg | Intermediate |

| **Course (Fall semester)** | **Description** |
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| Market Analysis | Intermediate economics course. The mail goal is for the student to recognize the various economic theories on the analysis of competition in the markets. |
| Product Development | Intermediate marketing course. The mail goal is for the student to develop a product through the analysis of the elements and product strategies, prices, construction and brand value. |
| Cost Analysis | Basic accounting course. The student will identify the concepts of costs and expenses within the general accounting topic. The general costs and expenses systems will be analyzed while participating on a practical exercise that will teach students how to calculate them for a real company. |
| Corporate Finance | Intermediate finance course. The student will learn the concepts of limiting the use of debt in the capital structure, and analyze the dividend policy and the application of real options in capital budgeting. |
| Marketing Research | Intermediate marketing course. The student will discover the utility of marketing research in an organization and its role in the marketing area; restrict the scope and limitations of different marketing research techniques. Perform analysis and "data crossing". |
| Business operations and processes | Intermediate management course. The student will identify the relationships emerged in the field of production systems and the management techniques applied in this field. He will also relate the various subsystems and production sub-functions with applications of the administrative process. |
| Decision Analysis / Decision Theory | Intermediate mathematics course. Analyze the elements to be considered in decision making, linear programming models, queues, and simulation, and apply theoretical knowledge in simulation models, to help the better understanding of the concept of decision theory. |
| Fundamentals of International Business | Intermediate business course. The students will learn about the political, cultural, economic and legal environment influence in international business while discussing about the major theories of international trade and its influence on a country's trade policy, generally review the process of globalization and analyze different forms of international business. |
| Business Intelligence | Advanced business course. The student will collect and analyze key information in order to define a specific strategy for an assigned company. |
| International Logistics | Advanced business course. The student will integrate the factors and procedures that exist in logistics, customs and transport to import and/or export goods and negotiating insurance policies and premiums for international commercial transactions. |
| Intermediate Macroeconomics | Basic to intermediate economics course. The student will: recognize the problems the economy faces in the economic cycle variations review the impact of government policies on the main variables of macroeconomics and the implications for real life and identify the foundations of the internationalization of the economy and of modern theories of macroeconomics. |
| Analysis and Interpretation of Financial Information | Basic finance course. The student will analyze a public company and its competitors or the industrial sector relying on the financial indicators, both accounting and market ratios that are most used in practice. All this based on historical databases of companies listed on the stock exchange market in Mexico, other countries of Latin America and United States. |
| New Business Models and Information Technologies | Advanced business course. The goal is for the student to identify the major branches of information technology as a competitive tool in the global market, in order to implement cutting edge programs and technology strategies, based on various organizations and business models. |
| Fundamentals of Marketing | Basic marketing course. The student will analyze marketing concepts and strategies to adapt the value supply of the firm to opportunities and threats in the competitive environment. |
| International Law | Intermediate business law course. The student will recognize the regulations and principles of International Law and identify the legal regulation applicable to situations that go beyond the National Law |

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| **Enero-Mayo (Spring Semester)** | | | | |
| **Materia** | **Course** | **Academic Area** | **Programs** | **Level** |
| Aplicación Selecta de Investigación de Mercados | Selective Application of Market Research | Marketing | Mkt | Intermediate |
| Legislación comercial | Commercial Legislation | Law | Mkt | Intermediate |
| Dirección Estratégica | Strategic Management | Administration | Fin, Mkt, Neg, Dir, RH, Cont | Professional |
| Finanzas Internacionales | International Finance | Finance | Fin, Neg, Eco, Cont | Professional |
| Matemáticas Financieras | Financial Mathematics | Mathematics | Fin, Mkt, Neg, Dir, RH, Cont, Eco | Intermediate |
| Economía Dinámica | Dynamic Economics | Economics | Eco | Intermediate |
| Seminario de Mercadotecnia Aplicada | Applied Marketing Seminar | Marketing | Mkt | Professional |
| Seminario Integrador de Negocios | Integrating Seminar on International Business | International Business | Neg | Professional |
| Desarrollo Económico y Sustentable | Economic and Sustainable Development | Economics | Eco | Professional |
| Gobierno Corporativo | Corporate Governance | Accounting | Fin, Dir, Cont | Professional |
| Emprendedores | Entrepreneurship | Administration | Fin, Mkt, Neg, Dir, RH, Cont | Intermediate |
| Empresas Globales | Global Companies | International Business | Neg | Professional |
| Evaluación Financiera de Proyectos | Financial Project Valuation | Finance | Fin, Mkt, Neg, Dir, Cont | Intermediate |
| Negociaciones Internacionales | International Negotiations | International Business | Neg | Professional |
| Mercadotecnia Internacional Aplicada | International Applied Marketing | Marketing | Neg | Intermediate |

| **Course (Spring semester)** | **Description** |
| --- | --- |
| Selective Application of Market Research | Intermediate marketing course. The student will learn how to apply the basic process of market research to all marketing activities, and select the most appropriate techniques for each situation. |
| Commercial Legislation | Intermediate law course. The main goal is to analyze the legislation on intellectual property through a marketing and business perspective. |
| Strategic Management | Advanced management course. The student will analyze the tools and strategies companies apply, and identify the elements necessary to accomplish the desired outcome. |
| International Finance | Advanced finance and business course. At the end of the course the student will be able to understand and interpret the international financial regulation, measuring the impact of the macroeconomic variables in the business environment. |
| Financial Mathematics | Intermediate finance and mathematics course. The student will be able to explain the basic concepts of financial mathematics; such as simple and compound interest, discount rates, annuities, and net present value, among others. He will also apply systematic ways of thinking that encourage the rational decision making process. |
| Dynamic Economics | Intermediate economics course. The student will synthesize quantitative techniques of solving systems of equations, systems of difference equations, systems of differential equations and stochastic differential equations. He will also identify vectors and eigenvalues and properties of square matrices, and distinguish the knowledge of Markov processes. |
| Applied Marketing Seminar | Advanced marketing course. The student will synthesize the acquired knowledge regarding the theory and practice of marketing, and learn about the latest trends in marketing. |
| Integrating Seminar on International Business | Advanced international business course. The student will be able to apply the administrative and managerial techniques, in managing an international company. He will also develop an international business plan. |
| Economic and Sustainable Development | Advanced economics course. The student will comprehend and be able to explain the concepts of development, underdevelopment, poverty and inequality, and their application in the implementation of strategies and policies in the world, to improve the overall living standards. |
| Corporate Governance | Advanced accounting course. The student will Identify the structure and regulation of the internal control instruments. He will also analyze the scope of social responsibility of the accounting profession. |
| Entrepreneurship | Advanced management course. The student will create a viable business plan; in the process he will improve his analytical skills, strategic thinking, risk management; as well as will increase his leadership, innovation, creativity, responsibility, teamwork, and ethical sense. |
| Global Companies | Advanced international business course. The student will discuss the way of managing global enterprises; as well as analyze various problems of international business. |
| Financial Project Valuation | Intermediate finance course. The student will review the development of a methodology for evaluating capital investment decisions, apply a range of financial tools and techniques that will enable successful decision making in the acceptance of investment projects and the selection of a portfolio of alternative projects, and develop cash flows related to investment projects and to determine its cost and financing. |
| International Negotiations | Advanced international business course. The student will learn how to apply different negotiation tactics and strategies, individually and in groups; as well as analyzing them in order to develop strategic partnerships. |
| International Applied Marketing | Intermediate marketing and international business course. The student will identify the basics of marketing applied to the international arena, review in depth the techniques and procedures of international market research, with emphasis on the collection and processing of data from secondary sources, and apply his knowledge in the development of an International Marketing Plan for an export product. |