

Bachelor of Science in Business Administration (B.Sc.)

- **ENG 101: English Composition I (3 Credits)**

The course develops the introductory level of the general Effective Communication competency through the criteria of Written Text Comprehension, Written Text Production, Oral Discourse Production, Oral Discourse Comprehension, Respectful Listening, and Interaction. Oral and written communication skills are developed, as well as active listening for effective communication.

- **ENG 102: English Composition II (3 Credits)**

This course develops the general competencies of Effective Communication and Digital Competency through the comprehension and production of written texts, oral discourses, respectful listening and interaction, and digital literacy.

- **MAT 101: Basic Mathematics (3 Credits)**

Its purpose is to develop the ability to identify, formulate, and solve mathematical problems. Equations, applications of equations and inequalities, functions and graphs, lines, parabolas and systems of equations, exponential and logarithmic functions are some of the topics included.

- **MAT 111: Calculus (3 Credits)**

To acquire basic mathematical skills that lay the foundation for further studies in the business field.

- **STA 201: Probability and descriptive statistics (3 Credits)**

This course develops the ability to analyze data and interpret information using the methods and techniques of descriptive statistics and probability theory related to their profession.

- **STA 212: Inferential Statistics (3 Credits)**

The purpose of this course is to apply inferential statistics and forecasting methods and techniques to provide relevant and accurate information for decision-making. It provides the ability to investigate, design, and apply strategies for problem-solving based on the analysis and interpretation of data.

- **HUM 111: Introduction to Humanities (3 Credits)**

An introduction to the humanities through a review of some of the main developments in human culture. The objective is to analyze how societies express their ideas through art, literature, music, religion, and philosophy, and to consider some of the underlying assumptions about how societies are formed and function. The focus is on developing the conceptual tools to critically understand cultural phenomena.

- **EVR 201: Introduction to Environmental Science (3 Credits)**

This course explores the science that directly affects us daily and whose importance will likely increase over time. You will be introduced to the scientific study of our environment, as well as the technological, social, political, and economic challenges necessary to understand and critically analyze related issues.

- **ANT 101: Introduction to anthropology and appreciation of diversity (3 Credits)**
The course focuses on understanding cultural diversity and lifestyle. It will allow students to develop their professional lives by valuing diversity, tolerance, and respect for the environment.
- **HIS 201: US History since 1877 (3 Credits)**
The course will examine the social, political, and cultural history of the United States from Reconstruction to the present. The objective of studying history is to learn about the past, but also to develop skills in analysis, critical thinking, evidence interpretation, and expository writing.
- **CUF 101: Leadership and Teamwork (3 Credits)**
This course develops capabilities that enhance the skills of individuals or groups, in addition to inspiring others on the path to follow to achieve objectives.
- **ECO 101: Economics Fundamentals (3 Credits)**
It provides a fundamental understanding of economic principles. It covers key concepts such as supply and demand, market structures, fiscal and monetary policies, and economic growth. This course equips students with essential analytical skills to interpret economic data and make informed decisions in commercial, financial, and political contexts.
- **ADM 101: Introduction to Business Administration (3 Credits)**
This course introduces the fundamental principles of Business Administration and examines the factors that lead to successful business management, as well as the leadership skills and behaviors necessary to achieve organizational goals and objectives. The course will cover both traditional and current thinking on management concepts and theories, in addition to knowledge of the fundamentals of organization, influence, communication, motivation, and human resource management.
- **CAB 101: Computer Applications for Business (3 Credits)**
Students will study computer terminology, hardware, and software related to the business environment. This course focuses on business productivity software applications and professional behavior in computing, including word processing (as needed), spreadsheets, databases, presentation graphics, and the use of the Internet for business purposes.
- **CUF 202: Negotiation (3 Credits)**
This course aims to develop the ability to negotiate with different types of people to reach mutually beneficial agreements. The negotiation process, the human factor, the negotiator's tools, and different ways of negotiating are studied.
- **STR 203: Detection of strategic opportunities (3 Credits)**
The course studies the identification and comparison of business strategies applied in successful cases. It defines and analyzes business problems through multiple diagnoses. It develops content such as: What is strategy and why is it important, evaluating a company's external environment, evaluating its resources, capabilities, and competitiveness, strengthening its competitive position, strategies for competing in

international markets, and creating an organization capable of executing a good strategy.

- STR 213: Business operating cycle (3 Credits)

The course studies business processes, business decisions, business strategies, business management and development, and business agility, formulating and managing strategies in the business operating cycle in changing and complex environments, aligned with objectives through management indicators that improve performance.

- ADM 202: Operational and logistics management (3 Credits)

The course studies the flow of information and resources of the company's processes from supply to distribution. Enterprise Resource Planning (ERP), Sales and Operations Planning, Capacity Planning and Utilization, Production Activity Control, Just-in-Time, Distribution Requirements Planning, Supply Chain Logistics Management, reorder point inventory control methods, and MPC system strategy and design.

- ECO 201: Macroeconomics (3 Credits)

The course introduces students to basic economic terminology, definitions and measurements of macroeconomic data, simple macroeconomic models, fiscal and monetary policy, and international macroeconomic links.

- ACC 201: Managerial Accounting (3 Credits)

A study of the accountant's role in assisting management in planning and controlling business activities.

- ENG 303: Professional English for Business (3 Credits)

The purpose of the course is for the student to master English terminology in various professional fields, with an emphasis on topics related to communication, entrepreneurship, leadership, innovation, and development, among others.

- MKT 201: Marketing Fundamentals (3 Credits)

This course offers a comprehensive introduction to the fundamental principles and practices of marketing. Students will explore key concepts such as consumer behavior, market segmentation, branding, and the marketing mix. Through case studies and projects, they will learn the fundamentals to develop effective marketing strategies in various business environments.

- ADM 302: Human resources management (3 Credits)

The course studies the human resources management process in companies, including management procedures and indicators. It covers content such as: human resources environment, recruitment and preparation of human resources, evaluation and development of human resources, compensation, and human resources management.

- ECO 301: Microeconomics (3 Credits)

Introduction to the theory of price determination. How an economy decides what to produce, how to produce it, and how to distribute goods and services.

- BDV 304: Generation of business models (3 Credits)

This course studies the opportunities to launch innovative businesses through various innovation tools and methodologies. It includes: canvas, pattern identification (unbundling of models, open business models); design (ideation, visual thinking, prototyping, storytelling, and scenarios); strategy and process for designing a business model.

- **BSI 303: Agile methodologies (3 Credits)**

Agile Methodologies introduces the development and application of business agility to adapt to dynamic and complex business environments. It includes: What is Agile?, the Agile Manifesto, and an introduction and overview of agile methods: Scrum, Kanban, and Lean.

- **ACC 301: Financial Accounting (3 Credits)**

Study of the basic principles of accounting, including the recording and reporting of financial activity. The preparation and interpretation of financial statements.

- **ADM 303: Management Ethics (3 Credits)**

Contributions in mathematics and computing. Intellectual property rights, including copyrights and patents. Issues related to privacy. Methods and tools of analysis (ethical frameworks). Identification and evaluation of ethical options and knowledge of professional and ethical responsibilities, including those defined in the ACM/IEEE Code of Professional Ethics.

- **BDS 304: Principles and strategies for continuous improvement (3 Credits)**

Concepts and techniques for the development and execution of strategy. Defining a company's direction, evaluating its resources, capabilities, and competitiveness. Strengthening a company's competitive position. Ethics and corporate social responsibility, environmental sustainability and strategy, and management of internal operations.

- **ECO 304: Circular Economy (3 Credits)**

The course studies the impact of business activities and processes on different stakeholders. The content includes the conceptual analysis of the circular economy in sustainability, its strategic and operational aspects, methodologies in circular economy, and business cases.

- **FIN 403: Corporate Finance (3 Credits)**

The course studies financial analysis instruments and tools and their application, integrating investment, risk, debt, and the profitability of business assets. It includes: evaluation of the company's financial health, planning of future financial performance, financing operations, and evaluation of investment opportunities.

- **MAT 404: Quantitative and computational methods (3 Credits)**

Identification and formulation of business management process models using computational tools and resources. The content includes: Probability distributions, Decision analysis, Game theory and utility, Time series analysis and forecasting, Introduction to linear programming, Linear programming: Sensitivity analysis and interpretation of the solution, Applications of linear programming in marketing, finance, and operations management, Network and distribution models, Integer linear

programming, Advanced optimization applications, Project scheduling: PERT/CPM, Inventory models, Queuing models, Simulation and Markov processes, R and Python languages.

- **BDS 402: Innovation and Value Proposition Design (3 Credits)**

The Innovation and Value Proposition Design course provides students with the frameworks and skills to identify market opportunities and create impactful solutions. The course focuses on developing innovative products, services, and business models through strategic thinking, design methodologies, and customer knowledge. Graduates will be prepared to drive growth and transformation in dynamic business environments.

- **MKT 301: Marketing Management (3 Credits)**

This course prepares graduates to develop and implement effective marketing strategies in various industries, with an emphasis on integrated marketing strategies, brand management, and business analysis. The curriculum combines theoretical concepts with practical applications to foster critical thinking and innovation in the field of marketing.

- **STR 424: Strategy evaluation and KPI (3 Credits)**

This course provides students with essential tools to evaluate organizational strategies and performance. It covers methods for establishing, measuring, and analyzing Key Performance Indicators (KPIs) to ensure alignment with strategic objectives. Students learn to evaluate effectiveness and make data-driven decisions to optimize business results.

- **ADM 401: International Business Legal Management (3 Credits)**

It combines the basic principles of business administration with international legal frameworks, preparing students to navigate the complexities of global commerce. It equips students with skills in cross-border trade regulations, international contracts, and dispute resolution, fostering a comprehensive understanding of legal and ethical business practices worldwide.

- **ADM 494: Business Administration Capstone Project (3 Credits)**

The Business Administration Capstone Project is a culminating course where students apply theoretical knowledge to real-world business challenges. Through independent research, analysis, and strategic planning, they develop comprehensive solutions for real business situations. The project fosters critical thinking, problem-solving, and professional skills, preparing them for successful careers in the business world.

- **ADM 225: Business Management (3 Credits)**

Identify and use administrative principles, costs, marketing techniques, and various tools to optimize the resources that allow for business management. This course will enable the design of business plans in different economic sectors, applying strategic tools appropriately to optimize resources.

- **PEM 405: Management indicators (3 Credits)**

Formulation and management of strategies in the business operating cycle in changing and complex environments, aligned with objectives through management indicators that improve performance.

- **BSI 415: Creation of shared value (3 Credits)**

The course studies an introduction to the creation of shared and sustainable value. Clean technologies, a vision of sustainability at the base of the pyramid, reformulation of products and services, and redefinition of the value chain. Implementation of the value co-creation business model.

- **STR 452/STR 552: Sales Management (2 Credits)**

Sales Management provides students with updated frameworks in sales strategies, customer relationship management, and market analysis. This program combines theoretical knowledge with practical experiences, preparing graduates for dynamic careers in various sectors. Through a combination of courses and practical projects, students develop effective communication and negotiation skills crucial for success in sales environments.

- **MKT 451/MKT 551: User Experience (2 Credits)**

The course will show what UX is and what it is not, debunking some common myths and beliefs. Subsequently, the student will go through the entire User Experience process, from strategy and requirements to information architecture and visual design. Through lab practices and exercises, you will document your entire UX design process and present your work in your portfolio.

- **ADM 451/ADM 551: Project Evaluation (3 Credits)**

The Project Evaluation course aims to provide modern tools that allow you to master the basic concepts and methodology to evaluate investment decisions and value companies in competitive environments. The evaluation of projects includes topics such as: strategic valuation of a project, relevant costs and benefits, construction of free cash flows, net present value, cost of capital, incorporation of sensitivity analysis, valuation of flexibility, and its application in practical cases.