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Inspiring & innovating
for the community


CETYS
UNIVERSIDAD®
BAJA CALIFORNIA



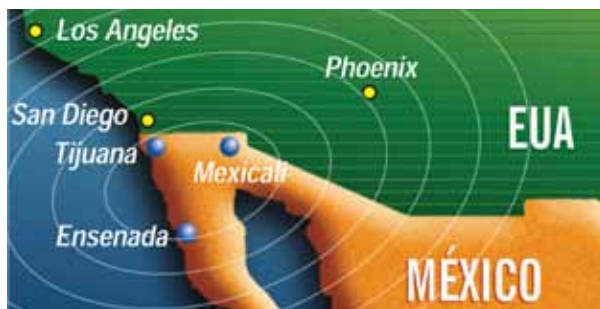
Located in one of the development areas of greater importance at an international level, Centro de Enseñanza Técnica y Superior (Center for Technical and Higher Education), CETYS University, is one of the most solid educational systems along the United States-Mexico border; located in Baja California, great state whose workforce is growing and promising in a region that is constantly increasing its trade and population exchange with the world.



Fertile Soil to grow



This region is privileged in many ways. It includes some of the most important corporations and industrial and commercial conglomerates, as well as recognized and avant-garde research and development centers. It is under this platform of progress that in 1961 CETYS University is born with the support of a group of visionary entrepreneurs that, with a non-profit purpose, devised a quality higher education institution for the region.



The institution has three campuses: Mexicali, Tijuana, and Ensenada which are cities in full economic, cultural, and technological development that offer qualified labor and entrepreneurial development opportunities.

Educate, foster, and develop

Our reason for being is to contribute in the training of individuals with the moral and intellectual capability necessary to make a significant contribution in the economic, social, and cultural improvement of the country.

Academic quality with a humanistic component

With a clear humanistic character, our institution seeks to promote the education of individuals highly prepared in their area of knowledge, with a high intellectual and ethical capability for the purpose of having them participate in their professional field in Mexico and abroad.

A commitment with talent

Since its creation, CETYS University has been characterized by its profound social commitment, and this has positioned it as an institution that creates high quality human capital. CETYS University is a private institution whose growth, over almost five decades, has been possible thanks to the generosity of the community, of the three levels of government, and also from the support that companies, alumni, foundations, and national and foreign organizations have provided. They are aware of the value that this has for Baja California, and this is why they have been committed to its support by making this a true testimony to philanthropy.

Thanks to the donations that it receives, to the organization of fund-raising events, and to the Pro-scholarship Sweepstakes it is possible to develop a scholarship program and financial support that represent an opportunity for talented students that wish to carry out their studies in one of the best universities of México.



The exact formula

for training successful professionals



In the framework of its development plan, our institution intends to strengthen its educational model which is defined as the group of ideas, strategies, and actions that have as a beginning and an end the individual and the humanization process.

The general culture, the specific knowledge, and the skills and abilities we use in learning are present as an unmistakable sign of intelligence; in the same way the educational model of CETYS University fosters character, consistency, imagination, creativity, and the learning of values which are intended to assist the student in establishing relationships of fair social coexistence by nurturing Freedom, Justice, Spirituality, Beauty, Goodness, and Truth.

By design, the complementary aspects of this educational model are directed towards a continuous improvement and a social and working linkage environment where our graduates will be able to maintain an entrepreneurial spirit in any setting in México and in the world. In essence, the model sets the foundation so that students recognize themselves, create a life project, and exercise their citizenship in a social environment.

Education in the real world

CETYS University looks for labor integration that allows students to understand the market and its dynamics by strengthening their professional opportunities and their sense of responsibility.

The linkage program with the industry is comprehensive and reflects on the high percentage of students that start working before attaining their degree.

85% of the graduates have a job by the time they obtain their degree. The remaining 15% do so within the 6 months following graduation.*



*Source: PROFLEX Study carried out by the Universidad de Valencia en España (University of Valencia in Spain) on November of 2008; financed by the Program ALFA de la Comisión Europea (The ALFA Program of the European Commission).



Beyond borders



Internationalization is a far-reaching aspect of our educational model because through the academic, curricular, and extra-curricular processes we intend that students and faculty develop an international vision.

This distinguishes CETYS University as an avant-garde Mexican institution, and one that stands out in the border region with the United States; with a 20 plus-year tradition of promoting internationalization, and currently backed by 50 collaboration agreements that give access to 75 of the best universities in the world.

The internationalization program is an initiative that aspires to develop in the student a global education and mindset; in order to develop worldwide competitive Mexican professionals in for a XXI century society.

Within this commitment we promote:

- Student exchange at the national and international level
- Dual degree programs
- Foreign language courses abroad
- Faculty mobility

In addition, through the promotion of language studies, compulsory English is offered to all the student body, with French or other languages available for those who are already fluent in the English language. Additionally, we provide courses with global, academic, and cultural approaches taught by foreign faculty. Similarly the integration of bibliographies, joint projects, faculty mobility, courses, study trips, conferences, and the presence of students from other countries in our campuses. Furthermore, there are three dual degree programs offered in alliance with San Diego State University in California; City University in Seattle, Washington, and recently with Hogeschool Zeeland in Holland.



Experience and quality that backs us up



Currently, CETYS University is rated by specialized agencies among the 20 best universities in the country. It is the only one in Baja California recognized by the Federal and State Governments as an institution of High Academic Level and as an Institution of Excellence.

On the other hand, an indispensable element is the incorporation of adjunct professors, most of whom have graduate degrees in their field, since they contribute their experience in their specialized areas with the purpose of linking the students with the problems of the community.

This is how we provide the best tools so our students obtain their degrees and become complete professionals and with better opportunities for them to develop in the labor workplace.

In addition, it CETYS University is accredited by official bodies of academic quality at an institutional level such as the Federación de Instituciones Mexicanas Particulares de Educación Superior (FIMPES) (Federation of Higher Education of Mexican Private Institutions), and is in the process of obtaining accreditation by the Western Association of Schools and Colleges (WASC); we are the first Latin American University that is a candidate for this accreditation.

Our academic programs are accredited or are in the process of accreditation by national bodies duly authorized. CACECA for administrative areas, CACEI for engineering, CNEIP for psychology, COMAPROD for graphics design, and CONAED for law.

The faculty of CETYS University in all its campuses includes professors with professional and academic experience. It has full-time Faculty members who are fundamental in infusing the educational model in our students by providing them with personalized attention that is essential for their academic development; Four out of ten classes are delivered by full-time faculty for each semester.





Optimum Infrastructure

for academic development

CETYS University has the infrastructure required for the development of the students' entire academic and extracurricular activities, as well as the technological structure for a quality education, cultural activities, sports and recreation. It also has faculty with extensive experience, reduced number of students per group, and an educational model that is admired throughout the country.





Study options

Ideal models for a globalized society

General Baccalaureate – Mexicali, Tijuana, and Ensenada Campi.

Structured in six semesters, the CETYS High School offers education that results in 97% of alumni continuing their education in our University or in the best Higher Education Institutions in México and the world by fostering:

- The strengthening of the social awareness, the development of creativity, and an entrepreneurial spirit.
- The reinforcement of commitment with the community and dedicated towards the search of solutions.
- The learning of values and attitudes for contributing to social development.
- The development of specific skills for analyzing and researching.

Bilingual Baccalaureate - Ensenada Campus

In the current world, to be fluent in the English language is fundamental to have access to greater study and work opportunities. Recognizing this situation, our High School implemented the Bilingual Baccalaureate. In this type of program there are basic High School courses of which 35% are taught in English; some of the professors are native English speakers.

International Baccalaureate - Tijuana Campus

CETYS University is the only private institution in the Northwest that is certified to offer an International Baccalaureate (BI). This level of globally recognized Secondary Education is a complete pre-university program that is rigorous, demanding and balanced, developed for young people with a high degree of motivation.

It covers a wide range of academic disciplines and it constitutes a sophisticated consistent curriculum that has consolidated through time, since being established in 1968 and until the present it has trained more than half a million students at 2,600 colleges in 135 countries. The diploma that BI grants has its headquarters in Geneva, Switzerland, which gives access to the main educational institutions around the world.

Undergraduate degrees

CETYS University has a clear vision of the kinds of specialists and professionals the region demands. This is why it is the only one offering the most innovative undergraduate degrees in the region and multiple areas of specialization within each program. By choosing one of the 16 degrees offered, you can rest assured of finding a solid labor market when completing the degree program. In addition, it has the benefit of automatically awarding the degree at the conclusion of the studies.

College of Business Administration

| | Ensenada | Mexicali | Tijuana |
|---|----------|----------|---------|
| Bachelor in Marketing Management | • | • | • |
| Bachelor in Business Administration | • | • | • |
| Bachelor in International Businesses | • | • | • |
| Bachelor in International Public Accounting | | • | • |
| Bachelor in Service Administration | | | • |
| Bachelor in Graphic Design | • | • | |
| Bachelor of Law | | • | • |

College of Social Sciences and Humanities

| | Ensenada | Mexicali | Tijuana |
|--------------------------------|----------|----------|---------|
| Bachelor in Psychology: | | | |
| • Clinical | | • | • |
| • Educational | | • | • |
| • Organizational | | • | • |
| • Child | | • | • |
| Bachelor in Education Sciences | | | • |

College of Engineering

| | Ensenada | Mexicali | Tijuana |
|------------------------------------|----------|----------|---------|
| Industrial Engineering | • | • | • |
| Electronic Cybernetics Engineering | • | • | • |
| Mechanical Engineering | •* | • | • |
| Computer Sciences Engineering | | • | • |
| Digital Graphic Design Engineering | • | • | • |
| Mechatronics Engineering | •* | • | • |
| Software Engineering | • | | |

Areas of Specialization:

The only university that offers 29 areas of specialization given by recognized professors.



CETYS University offers bachelor's degree programs specially designed for adults over 24 years old have with working experience, and the objective of obtaining their undergraduate degree. We also have a wide range of courses and certificate programs.

(*) We only offer partial program



Graduate



The Graduate School is an academic unit of CETYS University whose steadfast purpose is to create specialists of the highest level for the design and the development of research projects applied to the improvement and the innovation of organizations of modern context, so we can support the improvement of the State, the region, and the country.

The Graduate College of CETYS University offers 6 Master's degrees:

Administration
1

- **Master's degree in Business Administration with 10 concentrations in:**
 - Marketing
 - Human Resources
 - Finances
 - Public Administration
 - Strategy
 - International Businesses
 - Supply Chain Management
 - Quality Management
 - Economic Development
 - Agri-businesses
- **Marketing**
- **Corporate Finance**
- **Taxes**
- **Human Resources**

Engineering
2

Master's degree in Sciences in:

- **Engineering**
- **Industrial Administration**
- **Logistics and Materials Management**
- **Quality and Productivity**
- **Manufacturing Processes and Design**
- **Networks and Telecommunications**
- **Automation and Control**
- **Distributed Computer Systems**
- **Microelectronics and Semiconductors**
- **Aerospace Engineering**
- **Environment and Sustainable Development**

Psychology
3

- **Master's degree in Psychology with 5 concentrations:**
 - Clinical Psychology
 - Family Therapy
 - Special Education
 - Organizational Development
 - Criminology
- **Family Therapy**

Education
4

- **Master's degree in education with 3 concentrations:**
 - Culture of Legality
 - Organizational Development
 - Special Education

Corporate and International Law
5

Criminology
6

Quality Graduate degrees
 Due to the relevance of the programs and through the advanced vision of the development needs in the region, schedule flexibility, and professors around the country and abroad, the Graduate School has received important distinctions at the national level.

The Graduate School is an academic unit of CETYS University whose steadfast purpose is to create specialists of the highest level for the design and the development of research projects applied to the improvement and the innovation of organizations of modern context, thus supporting the improvement of the state, the region, and the country.

- **Recognized Programs** by their quality at a national level 3 consecutive years.
- **Ranked #13** "The best MBA of México 2009."
- **Number-Rated #1** on meeting or exceeding its students'.

• Source: Revista Expansión Edición Educación Ejecutiva (2009, 2008, y 2007) (Expansion Magazine Executive Education Edition) (2009, 2008, and 2007) Master's degree in Marketing, Human Resources, Finances, and the Master's degree in Business Administration (MBA), Graduate Alumni National Survey - Revista Expansión "Promesa Cumplida 2009". (Expansion Magazine "2009 Promise Fulfilled)."



Student Life

Enthusiastic spirit that lasts forever

The intensity of student life at CETYS University is due to the sum of energies of the entire student body that makes up the institution.

Their great spirit is revealed in activities such as conferences, academic tournaments, symposiums, and lectures given by entrepreneurs, leaders and public figures just to mention a few.

Exhibitions, outdoor concerts, courses and cultural workshops are other options offered to the young students interested in expanding their experiences outside the classrooms.

Others favor physical activities within our sports facilities that are perfectly equipped to practice athletics, soccer, football, basketball, be it in intramural tournaments or in our varsity teams which take part in regional and international tournaments.

Finally, community support also plays a fundamental part in the student environment that distinguishes our university with the purpose of promoting social conscience and fostering the values of CETYS: Freedom, Justice, Spirituality, Beauty, Goodness, and Truth.





We believe in everyone who wants to achieve a dream

Consistent with its mission, CETYS University considers it a right and a social responsibility to create and promote a financial support program to increase development opportunities for students who are outstanding in academics or sports and have limited economic resources.

Through this support, the institution places its trust on these talented students by providing them with the opportunity of achieving their dreams. Currently, the institution has extensive scholarship and financial programs available for students that require them: Academic and sports scholarships, alumni discount, and legacies which coupled with student loans; during their entire undergraduate studies 7 out of 10 students have some form of financial aid.

Our alumni, the best proof of quality

Since its foundation, CETYS University has educated more than 23 thousand alumni: entrepreneurs, social and community leaders, corporate and government directors, and managers. All of this constitutes an indisputable example of the response that the institution offers to the community by creating true leaders of change.

Throughout their training, students acquires an entrepreneurial spirit through different activities carried out inside and outside the classroom; they foster, among other things, their creative capacity as well as risk taking and decision making. Through the Centro de Desarrollo Emprendedor (Entrepreneur Development Center) and programs such as IMPULSA, EMPRESER, and ENDEAVOR; we inspire the creation, strengthening, and growth of companies where CETYS University is pioneer at a national level.

Likewise, it creates possibilities to participate in strategic positions which motivate the progress of their future alumni. This is why it keeps an important linkage with productive sectors in México and the world.





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Tijuana Campus

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Ensenada Campus

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CETYS
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CETYS Universidad has been recognized as a Candidate for Accreditation by the Accrediting Commission for Senior Colleges and Universities of the Western Association of School and Colleges (WASC), 985 Atlantic Avenue, #100, Alameda, CA 94501, 510-748-9001. This status is a preliminary affiliation with the Commission awarded for a maximum period of four years. Candidacy is an indication that the institution is progressing toward Accreditation. Candidacy is not Accreditation and does not ensure eventual Accreditation.

Educational Institution sponsored by the Instituto Educativo del Noroeste A.C. (Northwestern Educational Institute, Civil Association) a non-profit organization. Institution of Excellence Agreement 27/10/1995. A.R.V.O.E. SEP No. 21414 from 7/11/1974. A.R.V.O.E. State Government from 10/10/1983.