

# **Master in International Corporate Law**

**2013 Program  
Review**

**CETYS  
UNIVERSITY**

## **1. Introduction and context**

### **1.1 Internal context.**

**Name of the program:** Master in International Corporate Law (MDCI for its acronym in Spanish), Code MDCI 06.

**Start of the program:** 2001.

**Campus where it is offered:** Mexicali

#### **Official Validity of Studies Recognition Number (RVOE)**

1999, registered at the Secretariat of Public Education with validity recognition number **5358**.

**Modality:** Mixed

**Duration of the program:** The program is designed to be completed in **504** class hours (HC) assisted by a professor.

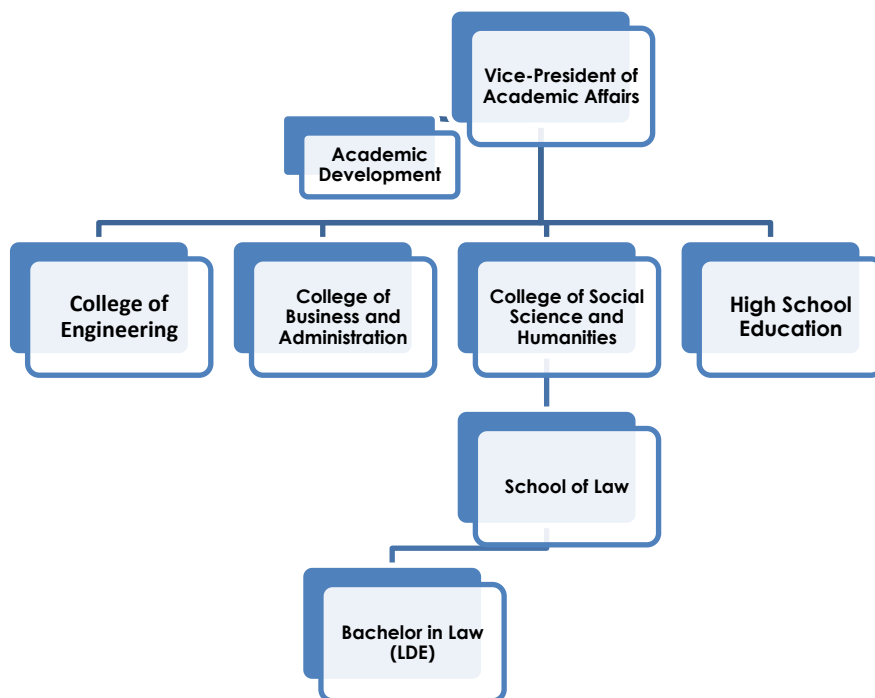
Independent Hours (HI) minimum of independent work hours **840**

Total hours (HT) integrating both activities **1344**

Credits **84**

Modules **14**

**College to which the program belongs:** The Master in International Corporate Law pertains to the School of Law. Born in the College of Social Science and Humanities in 1999, from 2009 to 2011 it became part of the College of Business and Administration, then came back to being a part of the College of Social Science and Humanities.



## ACADEMIC PROGRAM

### MASTER IN INTERNATIONAL CORPORATE LAW

#### 1. Justification of the curricular restructure.

The Master in International Corporate Law of CETYS University was created in 1999. It has maintained excellent results in the compliance of the objectives that originated it. Throughout the years, we have made a permanent effort to enrich and adapt the program through the participants' own experience and the ever changing needs of the environment that is becoming more dynamic, global and competitive.

The first formal review of the programs was made in 1999. All the contents of the valid programs were updated, but the curricular model's structure remained unchanged.

In 2003 there was a new challenge within the post graduate programs at CETYS University, which consisted of redesigning the master and specialty programs to orient them toward a more diverse public, thinking that the students could do their postgraduate studies combining learning activities in the campus, with independent learning activities on their own with advice from the postgraduate academic team. Also, internationalizing the programs with the inclusion of guest professors from foreign universities or exchanging students with those universities, while expanding the master options for a more demanding professional and academic environment.

This restructure takes on the challenge of going beyond the adaptation and update of contents in the current subjects. Now it presents the design of program structures under a new format –mixed modality- that facilitates education for people who find it hard to come to the facilities of CETYS University for all class sessions (semi-in-person students). On the other side, it also responds to the need of diversifying the range of master programs to more areas of knowledge and professional development, but under a modular structure that standardizes all the master programs as much as possible; as part of this restructure, the aspects of differentiation were reinforced to continue on the cutting edge and being leaders of the region in the current programs.

A key element that CETYS University assumes as valid in this restructure, and was a fundamental aspect in re-planning the postgraduate programs is that society needs to have professionals with a solid education, who are prepared to adapt to an environment that changes rapidly. Such education must combine high functional specialization with versatility that facilitates professional polyvalence and increases competitiveness of the companies and organizations of the public and private sectors.

The curricular restructure responds to the innovation, market coverage and future vision challenges that higher education faces in Mexico. The fundamentals of the mixed modality needed to launch part of the process are described below:

### ***Mixed Modality.***

The National Association of Universities and Higher Education Institutions (ANUIES for its acronym in Spanish), of which CETYS University is a member, defines the mixed or hybrid modality as “the modality characterized by being flexible in time and space and adaptable to students. These can study according to their learning pace or personal interest, with greater freedom regarding the place, schedule and calendar” <sup>1</sup>

This makes sense with what was foreseen in Agreement number 279 issued by SEP and published in the Official Journal of the Federation on July 10, 2000, where the differentiation between traditional, non-traditional and mixed (hybrid) modalities is inferred through articles 15, 16 and 17,.

*Article 15.- Study plans and programs in the traditional modality must establish as a minimum the following learning activities under instruction of a professor: Master 300 hours.*

*Article 16.- Study plans and programs in the non-traditional modality will be destined to students who acquire education without the need to go to the institutional field.*

*Article 17.- Will be considered as study plans and programs in the mixed modality, those that require education in the institutional field, but the number of hours of instruction with a professor will be less than established by article 15 of this Agreement.*

By contemplating this modality, CETYS University assumes the challenge of looking to expand the coverage, while guaranteeing quality education.

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<sup>1</sup> “Plan Maestro de Educación Superior Abierta y a Distancia. Líneas estratégicas para su desarrollo”. ANUIES, 2001, pp. 20.

On this regard, ANUIES has pointed out that “the challenge will be to design pedagogical systems that make the most efficient use of the resources, time, modes and spaces to learn”.<sup>2</sup> Also, this Association has made a broad analysis directed toward considering some aspects for the construction of innovative educational focuses<sup>3</sup>, among others:

- The growing demand of educational programs that are flexible and adjustable to the individual and social requirements.
- The urgency to integrate the learning and work environments.
- The growing interest in distance education as an educational concept and distribution method.
- The desire of achieving an optimal use of technology in the institutions.

## **2. Institutional philosophy and educational model of CETYS University.**

### **2.1 Institutional philosophy, Values System. CETYS and humanistic education.**

CETYS formally starts the way to humanistic education in its educational processes starting in 1977, year when its Mission is written: “The mission of CETYS is to contribute to the education of persons with the intellectual capacity necessary to participate in an important way in the economic, social and cultural improvement of the country.”<sup>4</sup>

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<sup>2</sup> “La Educación Superior hacia el Siglo XXI – Líneas estratégicas de desarrollo. Una propuesta de la ANUIES”, ANUIES, 1999, pp. 1

<sup>3</sup> Documento preparatorio a la elaboración del “Plan Maestro de Educación Superior Abierta y a Distancia. Líneas estratégicas para su desarrollo.” Op. cit.

<sup>4</sup> CETYS, Boletín informativo 1978-79

This means a transcendental step toward the search of its identity as an educational institution, thus of its philosophy. It declares its purely humanistic vocation, since it is the person, not the professional, the priority of the educational process. It is also worth noting the confirmation of the social sense in education: contribute, through its graduates, to the improvement of society. Also, it outlines a generic profile of its professionals, who have the intellectual capacity and "... those values that have been traditionally considered as basic for men to be able to live in society in a pacific way and satisfy the needs that its capacity allows him." <sup>5</sup>

#### **MISSION:**

The Master in International Corporate Law has the objective of generating specialists of the highest level in the design and development of applied research projects, strongly trained in the use of information technologies for the improvement and innovation of public and private institutions, according to the tendencies of Law in the national and international contexts.

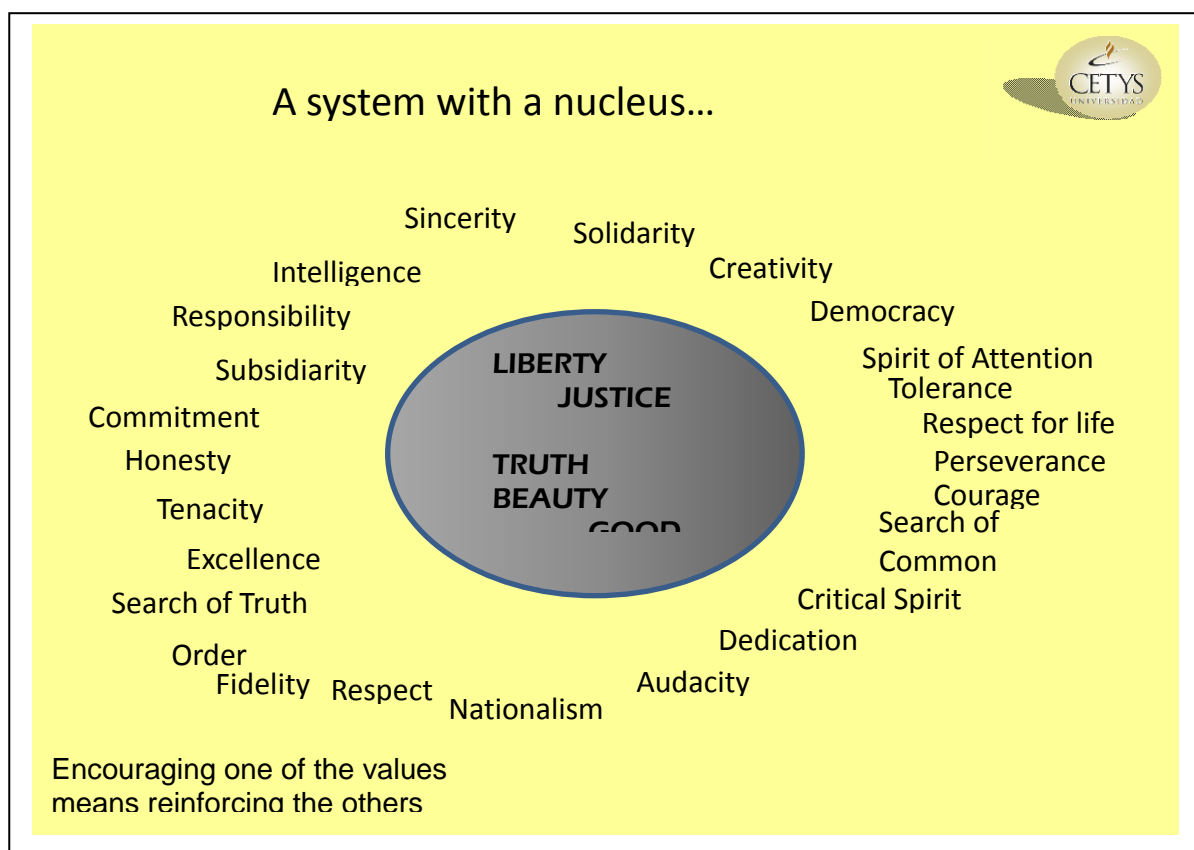
#### **VISION:**

To achieve the development of the region through the Master in International Corporate Law program, in partnership with the public and private sectors where applied research is systematically used for the development of projects focused on the solution of current problems, either national or international, in the context of the current legal dynamic.

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<sup>5</sup> Idem

**Figure 1. CETYS University's Values System**



## **2.2 CETYS Educational Model**

Composed by three essential elements: ***philosophical principles, pedagogical principles and distinctive elements.***

### **2.2.1 Philosophical principles.**

Determine the type of person we aim to educate. In this case it presents education as a process clearly intentioned toward comprehensive training and it is explicit and detailed in the Mission of CETYS. As it was mentioned in the previous section, there are six values CETYS intends to encourage in the educational community: freedom, justice, spirituality, beauty, good, and truth.



### **2.2.2 The four pedagogical principles of the educational model\***

Define the way in which the educational process is carried out:

- 1. Learn how to learn.**
- 2. Learn skills and abilities.**
- 3. Learn how to coexist.**
- 4. Learn how to be.**

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### **2.2.3 Distinctive elements of the educational model.**

These are the distinctive elements that the institution aims to encourage the most in a determined period, and their main points of reference are the institutional philosophy and the pedagogical principles. More than any other aspect, the distinctive elements must be clearly noticeable in the design of the programs' structures.

CETYS University is an institution that aims to always be on the cutting edge and achieve clear and substantial differences between its graduates and those from other institutions. To achieve this, distinctive elements were introduced to the curricular design model as elements of great importance.

. Culture of Information

.Culture of entrepreneurship and innovation

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\* Síntesis de un documento elaborado por maestros de las escuelas profesionales, campus Mexicali

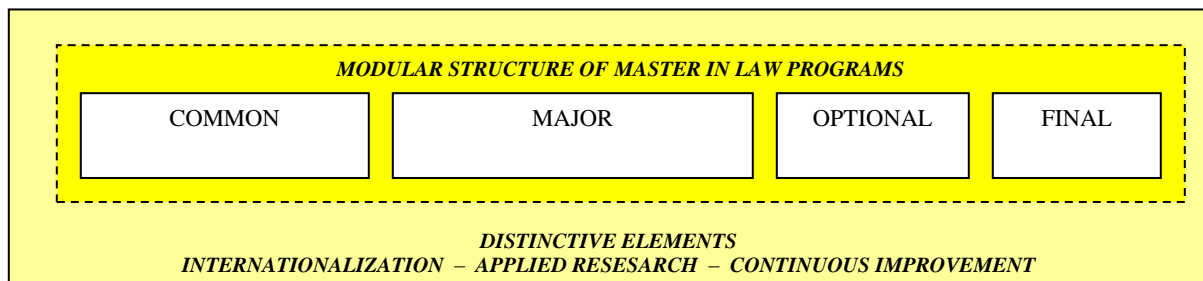
- .Internationalization
- .Sustainability
- . Linking and social responsibility

### 3. Curricular design model for CETYS University's Postgraduate programs.

The curricular design model for the academic restructure of postgraduate programs is based on 4 essential aspects.

**Modular structure of the program.** This refers to structuring the programs in blocks that allow classification of the knowledge and skills that the master program promotes. It also allows for a better curricular planning for the student. In the case of master's degrees in law, the subjects are grouped in four blocks: Common, Major, Optional and Final.

**Figure 2. Curricular design model in Law programs**



### 4. Foundations of the academic program.

#### 4.1 General aspects.

<i>PEDAGOGICAL PRINCIPLES</i>	<i>PHILOSOPHICAL PRINCIPLES</i>
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Quick changes in the area of Legal Science at a national and international level make us think about the urgent need to implement the **Master in International Corporate Law** to satisfy the demand of professionals in this field by the public

sector and national, international and multinational companies established in the region and in the country that make commercial transactions between two or more countries.

It is considered that a graduate from a master's degree must cover the demands of the current work field, so that they can be professionals capable of participating of the changes in the organization and human behavior systems toward horizontal administration structures with professionals in Law who have decision and action power.

A master in law with corporate and international focus plays a very important role in our society, and its intervention must contribute from a nationalist point of view to the development of the country, since the economic profit of the companies must favor the country where they are established. Results of operations, taxes, personnel management, and legal and financial aspects must have a positive impact in our country.

Considering the massive changes that are affecting the way transactions are processed, the evolution and dynamics of adaptation and creation of legal norms that address new needs as crucial aspects of responsibility, control and authority in the legal and financial environment must be under the responsibility of a Master in Law, because:

- There is a need for leadership in the current environment from the legal point of view.
- Companies are making business in a global trade world that is technologically instantaneous and increasingly virtual. This requires the leadership of internal and external advisers with new ideas and extraordinary skills.
- There is pressure to transform the Bachelor in Law into a Master's degree holder, as a person of trust or permanent adviser before physical entities or

executives of administration councils and partners of the companies, so that they can participate in the operations not only at a local or regional level, but also internationally.

- The Bachelor in Law with a Master's degree must provide an added value to the organization and help put the company in the international field with a sustainable competitive advantage.
- Technologic advancements continue, challenge and change our lifestyles, work patterns, educational experiences and styles and communication techniques.
- Complex advice and services will be needed, so the Bachelor in Law with a Master's degree, will have unlimited opportunities if they can deal with international matters.

To cover this need in the region, CETYS University presents the redesign of the Master in International Corporate Law, which integrates a flexible structure, learning methods focused on the student, and deepens in practical specialization aspects according to the new demands of the environment and the best Administrative Law practices.

The administration of organizations, either public or private, profit or non-profit has always been of high interest and importance. With this restructure, the participant will be able to choose concentration areas (majors) that will impact the productive, entrepreneurial and economic development, as well as public and social activity.

Because of this, the Master in International Corporate Law program at CETYS considers the regional needs and new tendencies in the administrative areas in the international context. In this way, the master program aims to develop specialized

skills and knowledge in the students for the effective administration of private or public organizations, based on solid theories and practical experience.

#### **4.2 Conditions of the work-professional environment.**

Organizations nowadays need to be more competitive to be able to provide their services to the community in an efficient way and with quality, also because of expansion or survival in the global world; this is why these organizations need prepared human resources.

Even though it can be said that the level of participation of professionals with master's degrees has gone up in the last few years, there is a lack of graduates from master's degrees in international corporate law in Baja California.

The Master in International Corporate Law at CETYS University represents an academic education offer destined to professionals in law and related fields, as well as those who already hold executive positions in public or private organizations, or want to be prepared to be competitive in the local field.

#### **4.3 Market Analysis.**

##### **4.3.3 Market and Feasibility Study.**

According to the results of the System - Postgraduate 2004 Potential Market Study done by the Direction of Marketing of CETYS University System and Explora Market Research, we can see the following results: In a first approach, it can be said that there is a state postgraduate market of 46,750 students who have finished their bachelor programs, of which 9,397 would be interested in starting a postgraduate program; of these, 2,032 would be interested specifically in CETYS University.

## ***Mexicali***

Up to year 2004 there is a total population of 220,765 people between 23 and 40 years of age, of which 158,971 live in the urban area of Mexicali. Of these people, 42,917 could be within the parameters where CETYS has an influence, where 20,008 people have bachelor's degrees, of which 4,122 are interested in studying a master program, and 1,030 of those people are specifically interested in CETYS University. In San Luis Rio Colorado, 327 people want to study a postgraduate program, of which 33 would be interested in studying such program at CETYS. Of the students who are thinking about studying a master program, 5% are interested in Education, 44% in administrative areas, 16% in social areas and 30% in engineering.

## ***Conclusions***

According to the 2004 Potential Market Study done by the Direction of Marketing of CETYS University System, it can be inferred that approximately 2,032 students would be interested in starting a postgraduate program; however, there is a potential market of 9,397 students who manifested their intention of studying a postgraduate program, not necessarily at CETYS, considering the total number of graduates estimated at 46,750.

## **Analysis report of the Master in International Corporate Law program.**

According to the statistics available at the Secretariat of Public Education, the possible candidates for the master program have found very limited offer.

Professionals and entrepreneurs feel that the lack of specialists or people with master's degrees has allowed a substitution by competitors who are not specialists, at least in the formal sense of the word.

A lot of the essential skills of traditional professionals are being replaced with new technologies. The use of computer programs and systems implemented by computer science and information technology specialists that substitute the traditional professional are rapidly developing and increasing in number.

Legal entities and natural persons are making business in a world that is becoming more globalized. Demands of instant and virtual technology require internal advisers with new ideas, extraordinary skills and great leadership.

Because of this, CETYS University wants to educate a new kind of professionals with master training, for which the following points will be taken into consideration:

- Changes in the law processes.
- The emergence of global markets and innovative practice in commercial and law businesses has created new demand to administrate and assess value, risk and profitability.
- Support information as a tool for decision-making and establishing competition.
- Globalization as a demand of the knowledge of rules in matters of law, accounting, finance, tax, etc. of at least two countries (exporter and importer.)
- The urgency of training professors who are capable of providing strategic law information to support decision-making at a national and international level.
- The rapid acceptance of information technology through the internet that require better knowledge of the media and communications.

- The fundamental activities in business operations are continuously changing at a national and international level.
- The need to turn traditional lawyers into external and internal advisers of public and private corporations that are involved in globalization.
- The need to have professors with an international view of economy and the world of law.

As a result of research and discussions with companies at a local and national level, as well as with some entrepreneurs, executives and advisers from accountants who work for international companies that make transactions with other countries, we have seen the need to have professionals with Master in International Corporate Law with sufficient knowledge to interact in this globalized environment and interpret, translate, compare and detect differences between the applications of laws, regulations, procedures and practices that have an impact on the results and legal situation of the companies.

There are relatively few universities that give this focus to their specialization offer. Positions related with law in the private initiative and public sector are occupied by personnel with other profiles, but who have been trained empirically according to the requirements of the companies, always with the best intentions but without the comprehensive education required from a professional who can interrelate national and foreign normative areas.

## **EXPECTATIONS OF THE MASTER IN INTERNATIONAL CORPORATE LAW**

Currently, society demands that universities educate professionals with a high level of competency, so they can guarantee that the time a student invests studying a



program will give results that can be measured by the time passed between graduation and starting their first job in positions that remunerate the functions they will develop.

Based on the proposal and demands of globalization in the field of commercial transactions and legal traffic involved, we aim to comply with the following expectations of a candidate for a master's degree:

## **5.2 Admission process and enrollment requirements.**

To enroll in the Master program, the student must complete the admission process of CETYS University's College of Postgraduate, which consists of:

- Handing in the postgraduate admission application and cover the cost of the Admission to Postgraduate Program Exam.
- Taking the exam on the assigned date. Must show official identification card with picture.
- Handing in a Resume.
- Going to an interview with the Program Coordinator.
- Taking a placement test to determine their English proficiency level.

Acceptance to the program will depend on the decision made by the Admissions Committee of CETYS University's College of Postgraduate. For this, the committee will analyze the results of the Admission exam, interview with the coordinator and resume. A letter will be issued for each candidate that completes the requirements specified by the Admissions Committee, which could mention academic conditions with which the candidate must comply.

To enroll in the program, the student must hand in the following documents to the Registrar's Office:

- Letter of acceptance to the Master program issued by CETYS University's College of Postgraduate.
- Original birth certificate.
- Original professional degree diploma. Degree candidates (who finished the program but do not have their diplomas yet) must hand in the original Certificate of Professional Studies or Degree Candidate letter and must sign a commitment letter accepting that their degree obtainment process will be done through their master studies.

### **5.3 Candidates profile.**

Candidates for the Master in International Corporate Law must have abilities and vocation for:

- Interconnecting with individuals with other cultures and languages.
- Analyzing and synthetizing all types of problems.
- Managing national and international law regulations.
- Interacting positively under any circumstances.
- Imposing their presence and personality before a third person.
- Being clean and systematic.
- Having some knowledge of the English language.
- Learning other languages.

- Having the capacity to understand other cultures and different economy systems.
- Registering in chronological order all the numeric operations required.
- Interpreting all types of information, with the ability to communicate and guide other people on the content of such information.
- Seeking mutual and balanced benefit in all actions. Fairness.
- Having good will.
- Having a wide sense of collaboration.

#### **5.4 Graduate profile.**

##### ***Generic profile of CETYS University's graduates.***

**A. Values.** Values that are considered throughout the educational process at CETYS University and that a graduate must have:

**Honesty.** It is the human quality manifested by a person to act with integrity in all aspects of their life.

**Responsibility.** The obligation of responding for their own acts. Assuming compromises and fulfilling them with integrity.

**Respect.** Human quality of honoring and having consideration for all things and beings around us.

**Social commitment and solidarity.** Responding to the community in general and to CETYS University in particular in any way required.

**Capacity of being helpful.** It is the vocation to always be willing to listen and help other people as much as possible.

**Perseverance.** It is the firmness manifested in the execution of their purposes and resolutions of spirit, determination and audacity to continue what they started. This quality can be linked with distinctive elements such as continuous improvement, research culture, etc.

**Conscience of freedom.** Freedom is the state of being where, whatever a person does, they decide to do it after reflecting with knowledge of cause. It is autonomy, self-determination of rational beings. This is one of the main universal values that give life to humanism. It consists of being able to do everything that does not damage others, meaning that the exercise of natural rights has no other limits but the one that ensure that other members of society can have the same rights.

**Sensitivity for justice.** It must be an implicit virtue in the conscience of a graduate, which manifests in giving each their own. It also means equity, integrity and reason in being a professional and a human being. This is another of the main values that humanism tries to encourage.

**Conscience of truth.** It is the quality that circumscribes truth as the coincidence of knowledge with its objective. Conscience of truth involves search of it without pretention of having absolute possession of it.

**Learning to coexist.** It is a fundamental quality because it involves being tolerant, having the ability to have a conversation, being inclusive even with those who think differently or divergently.

**Respect for nature.** A well-rounded graduate is able recognize and live this quality. Respect for nature means understanding that we are part of the environment and our conscience must lead us to take care of our physical health to have sustainability relationships with the natural environment.

**B. Qualities related to Intellectual Capacity.** Qualities pertaining to the field of skills:

**Disposition for criticism.** Consists of listening with real interest to other people's opinions without closing off to the possibility of being wrong. It is based on the quality of having a posture for a determined situation, with a foundation in knowledge and the judgment that experience provides. It relates deeply with the value of tolerance.

**Creativity.** It is the ability to innovate and look for alternative solutions to problems. It has to do with "learn how to learn" from the educational model, as well as with the distinctive element of developing skills.

**Research.** It is generating the skill of systematic and professional search, with scientific resources and methodologies that allow achieving goals and solving practical problems in the short, medium or long term.

**Manage information technologies.** Offering the conditions to have access to knowledge through the correct use of cutting edge computer resources. Managing technology will help develop the necessary skills for correct decision-making. This ability can be linked to at least three distinctive elements of CETYS University education.

**Ability to work in teams.** It is the la facultad de poder dialogar, convencer y buscar soluciones a los problemas en forma conjunta, en virtud de la necesidad de actuar en concordancia con los semejantes. Esta capacidad implica el desarrollar la habilidad para lograr consenso y para trabajar de manera interdisciplinaria.

**Self-learning.** It is defined as the ability to search, acquire, incorporate, analyze and discriminate knowledge on its own without traditional

dependencies, but that should not mean evading cooperation and interdependency.

***Specific profile of the graduate of the Master in International Corporate Law.***

Graduates of CETYS University's Master in International Corporate Law will have solid knowledge of the discipline through comprehensive education with fundamental basis of the fields of international corporate law.

They will be committed with the environment and will be positive change agents for the improvement of the country's productivity and standard of living.

With this, CETYS University aims to prepare high level specialists and professionals, capable of being leaders of the transformation processes of organizations, companies and businesses where they participate, applying the values and knowledge acquired during the program with responsibility and innovation to:

- Advise companies on the legal problems they may face.
- Develop plans that allow companies to grow.
- Encourage change and innovation within the organization, focused on improving their administrative processes and strategic situation.
- Analyze the Mexican financial system and its repercussion on corporate development.
- Specialize in subjects such as industrial property, environmental law, and finance law.

- Hold the position of liquidator or inspector in companies.
- International mediator between Mexican, American and Canadian companies.
- Develop research in the field of law.

### **5.5 Evaluation criteria.**

Las formas y criterios de evaluación que se aplicarán a los estudiantes están definidos en cada uno de los programas de los cursos, sin embargo, cumplen en lo general con las siguientes características:

- Each subject program has defined evaluation instruments and procedures according to the nature of the subject, as well as the weight that each instrument will have to constitute the final grade, which will be communicated to the students by the professor at the beginning of the period.
- Evaluation instruments and procedures are centered in the learning activities, either independent or guided by a professor.
- Grades will be considered in the following way: 80 (eighty) to 100 (one hundred) if the student passes the subject or 50 (fifty) if the student does not pass.
- The professor will generate a final grade for each student considering the evaluation criteria established at the beginning of the period.
- A student will not fail the course for having too many absences, since the modality of the program is mixed.

## **5.6 Graduation requirements.**

The academic degree of Master in International Corporate Law will be awarded to the students who complete the following requirements:

- Having passed the 14 subjects of the program.
- Will have to hand in original and two copies of the Professional License or proof of having completed a bachelor's degree abroad, legalized in Mexico.
- Degree obtainment: To be awarded the master's degree, each student will have to work on a thesis or final project that will consist of solving a practical case previously assigned by the academic authority of the Master program.
- Completing the graduation process requirements of the Department of Registrar.

## **5.7 Structure of the Program.**

CETYS University's Master in International Corporate Law is a flexible program that provides comprehensive education in the general context of Law, and through a theoretical-practical focus it offers majors in different fields of professional, research and/or teaching activities.

The program consists of 84 credits and is designed integrating 14 subjects with a value of 6 credits each.

It is worth mentioning that CETYS University's postgraduate programs use the unit of credits according to the definition given in Agreement 279 issued by SEP and published in the Official Journal of the Federation on July 10, 2000 that reads:



*Article 14.- For this agreement, 0.0625 credits will be assigned to each hour of effective learning.*

*This assignation is independent from the calendar structure used and it is applied based on the academic load effective in work hours.*

*Learning activity is every action where the student participates with the purpose of acquiring the required knowledge or skills in a program. The activities will be developed:*

- I. Guided by a professor, in internal spaces of the institution such as classrooms, centers, workshops or laboratories, or in external spaces and*
- II. Independently either in internal or external spaces outside established class schedules and as part of the autonomous processes linked to the subject or learning unit.*

## **5.8 Plan's Modality.**

The Master in International Corporate Law is offered in a mixed modality, which means that each subject will have two types of learning activities:

1. Activities directly guided by the professor inside the facilities of CETYS University.
2. Independent activities carried out by the student, developed inside or inside the facilities of CETYS University, but that will be directly related to the subject.

In total, the student will have to work for 96 hours in each subject integrating both types of activities. As a general rule, a subject will be assigned maximum 36 hours

of activities guided by a professor inside the facilities of CETYS University, and at least 60 hours of independent study activities.

In total we have the following for the master program:

- Hours in learning activities guided by a professor: maximum 504.
- Hours in independent study activities: minimum 840
- Total of hours of the program considering both types of activities: 1344.

### **5.9 Human Resources.**

Having prepared human resources is a key element for success in this type of program. Either by natural search of the academic excellence of CETYS University, or by demand of our market.

The structure and content of the Master program demand professors with high specialization and renowned experience. To achieve this objective, we have the participation of local, national and international professors who have all the characteristics needed for better performance and enrichment during the development of each subject.

33% of the professors participating in the program have doctoral degrees, and all of them have master's degrees, as well as a minimum experience of 5 years in teaching and/or professional activities. These professors have obtained their master's and doctoral degrees from renowned Mexican and foreign universities. They have broad professional experience and are trained in the use of innovative teaching techniques.

### **5.10 Infrastructure.**

CETYS University has a library system under the concept of Information Center, with a collection of 60,000 books and 431 magazines; 61 programs in CD format; 503 videos; 3 subscriptions to data banks specialized in CDs and 9 to online databases. Also, it is connected practically to all the libraries in the world that are offering their services through the internet. Additionally, it has a reciprocity agreement with San Diego State University, Alliant International University and California State University Dominguez Hills, through which students have access to the main collections and services of such institutions.

Each campus has an Information Technology Center with 220 microcomputers, of which 100% are Pentium; 12 projectors, and 3 modern videoconference rooms (one in each campus) linked under the multipoint system, that allows students from any campus to take class from any of the other two with instant feedback. All professors and students have an account number and internet access, and there are enough computers so they can communicate and receive distance counseling according to their needs.

### **5.11 Curricular Structure.**

**SECRETARIAT OF EDUCATION AND SOCIAL WELFARE  
STATE EDUCATIONAL SYSTEM (SEBS-ISEP)  
DIRECTION OF HIGHER EDUCATION AND RESEARCH**

#### **CENTRO DE ENSEÑANZA TÉCNICA Y SUPERIOR**

Name of the institution

#### **Master in International Corporate Law**

Name of the program

**Code: MDCI 06**

**Starting October 2006**

**Bachelor's degree**

Validity

Degree Required for  
Enrollment

Code	Name of the subject	HC	HI	HT	Credits
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		<b>216</b>	<b>360</b>	<b>576</b>	<b>36</b>
DE507	Legal Framework of the Company	36	60	96	6
DE508	Commercial Contracts	36	60	96	6
DE509	Negotiable Instruments and Code of Commerce	36	60	96	6
DE510	Federal Labor Law I	36	60	96	6
DE511	Federal Labor Law II	36	60	96	6
DE512	Tax Law	36	60	96	6
DE513	Banking and Financial Law	36	60	96	6
DE514	Legal framework of Foreign Trade and Customs	36	60	96	6
DE515	International Controversy	36	60	96	6
DE516	Commercial Treaties and Agreements	36	60	96	6
DE517	Intellectual Property Law	36	60	96	6
DE518	Environmental Law	36	60	96	6
DE519	Deontology in Law	36	60	96	6
CS501	Application Project	36	60	96	6

<b>Total</b>	<b>504</b>	<b>840</b>	<b>1344</b>	<b>84</b>
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**Abbreviations and definitions.**

HC: Maximum class hours guided by a professor.

HI: Minimum independent work hours.

HT: Total hours integrating both types of activities.

Credits: Each hour of effective learning activities is assigned 0.0625 credits.

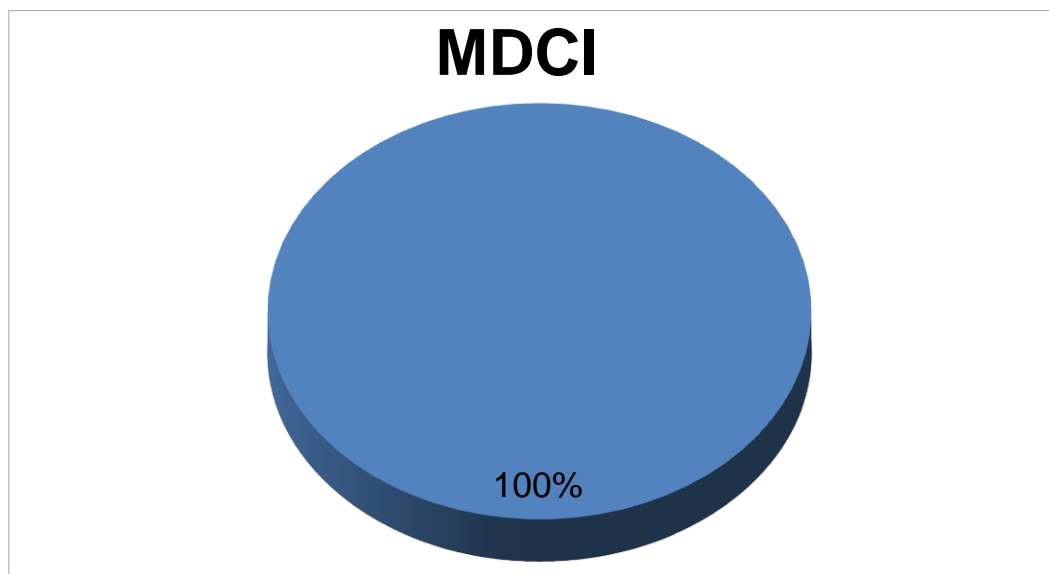
The normativity of the program is understood as the set of rules and regulations applied to all postgraduate programs, which should be abided by all students and professors.

Among the most important aspects of the regulations we can mention the part referring to un-enrollment, revalidation and equivalence of postgraduate subjects taken at other universities, academic acknowledgements and prizes, everything related to behavioral rules, grading scale, equivalence rules for second master's degree, etc.

The normativity is described in CETYS University Postgraduate Student Regulations.

## 8. FINANCIAL ASSISTANCE

Total Students with financial assistance



## 9. EFFECTIVENESS

### PROGRAM

#### *Learning Assessment*

#### 2012 ASSESSMENT PLAN

	LEARNING OUTCOMES (RA)	Assigned Subject	Assigned Professor	campus	Assessment Instrument.
RA # 4	By the end of the academic program, the student will be capable of applying negotiation and conflict solution skills and techniques.	Legal framework of the company  Application project	Lic. José Ma. Manzanilla Galavíz.	Mexicali	Design of a corporate government model.  Design of a statutory scheme for the development of a company.
RA#5	By the end of the academic program, the student will be able to establish different methods that allow them to find solution to different legal and administrative conflicts.	Legal framework of the company  Application project	Lic. José Ma. Manzanilla Galavíz.	Mexicali	Design of a corporate government model.  Design of a statutory scheme for the development of a company.

RA#6	By the end of the academic program, the student will be capable of designing and documenting the most adequate statutory scheme for the establishment and development of a company of their interest.	Legal framework of the company	Lic. José Ma. Manzanilla Galavíz.	Mexicali	Design of a corporate government model.
		Application project			Design of a statutory scheme for the development of a company.

2013 ASSESSMENT PLAN JULY - SEPTEMBER			LEVEL ACHIEVED	
SUBJECT	TOTAL STUDENTS	CAMPUS	RA 1	RA 2
LEGAL FRAMEWORK OF THE COMPANY		MXLI	WITHOUT SCALE	

## FINDINGS:

Learning assessment started on this period, thus foreign professors begin to get to know the learning assessment process, but they did not receive training to do it, so it was not applied on this period.

\*Information from CETYS University's Information System (SICU)

## 2013 ASSESSMENT PLAN

<b>2013 THIRD TRIMESTER: July-September.</b>				
By the end of the academic program, the student will be capable of designing strategies through knowledge and application of different laws and treaties in corporate and international matters, as well as agreements of which Mexico is a part, which allow them to solve legal and administrative conflicts of national and international corporations.	DE515 SOLUTION OF INTERNATIONAL CONTROVERSIES THIRD TRIMESTER  IMPROVABLE	Basilio Martínez Employee number: 73435	Mexicali In process	Diagram of the procedural consequence before WTO to settle a properly motivated controversy  Pending rubric.
By the end of the academic program, the student will have acquire negotiation and conflict solution knowledge and skills at a corporate level, in the national and international field through the application of laws, treaties, agreements and strategies that allow them to properly create a corporate entity or benefit an existing one.	DE511 FEDERAL LABOR LAW II  IMPROVABLE	Dr. Felipe Carrasco Fernández. Employee number: 300125	Mexicali In process	Research a current topic linked to collective work relationships.  Pending rubric.
<b>2013 FOURTH TRIMESTER: October-December.</b>				



By the end of the academic program, the student will be capable of designing strategies through knowledge and application of different laws and treaties in corporate and international matters, as well as agreements of which Mexico is a part, which allow them to solve legal and administrative conflicts of national and international corporations.	DE519 DEONTOLOGY IN LAW.  IMPROVABLE	Lic. Guillermo Manuel Castro Rico  Employee number: 73321	Mexicali Pending to start	Pending to determine assessment instrument and evaluation rubric.
RA # 1 By the end of the academic program, the student will have acquire negotiation and conflict solution knowledge and skills at a corporate level, in the national and international field through the application of laws, treaties, agreements and strategies that allow them to properly create a corporate entity or benefit an existing one.	DE517 INTELLECTUAL PROPERTY  IMPROVABLE	Daniel Casillas Employee number: 74065	Mexicali Pending to start	Pending to determine assessment instrument and evaluation rubric.

2013 ASSESSMENT PLAN JULY - SEPTEMBER			LEVEL ACHIEVED		
SUBJECT	TOTAL STUDENTS	CAMPUS	RA 1	RA 2	RA 3
FEDERAL LABOR LAW	6	MXLI			6- ME
FEDERAL LABOR LAW II	8	MXLI		2 - ME 6 – SO	

## FINDINGS

**RA # 3** “implement courses and case method with an internationalization approach, always seeking continuous improvement of the student.”

**Predicted level:** Improvable.

**Subjects:** International Controversies

6 students subject to assessment at a system level, **100%** at improvable level.

**RA # 2** “Do application projects in International Law.”

**Predicted level:** Improvable.

**Subject:** Federal Labor Law II

8 students subject to assessment at a system level, **25%**. (2) at improvable level and **75%**(6) at outstanding level.

\*Information from CETYS University’s Information System (SICU)

LEARNING OUCOMES (RA)	Assigned subject/expected learning level	Assigned professor	CAMPUS situation	Learning product and assessment instrument.
2013 FIRST TRIMESTER: January-March.				
By the end of the academic program, the student will have acquire negotiation and conflict solution knowledge and skills at a corporate level, in the national and international field through the application of laws, treaties, agreements and strategies that allow them	CS501 APPLICATION PROJECT  OUTSTANDING	Lic. Basilio Alfredo Martínez Villa. Employee number: 73435	Mexicali. Finished	Final Project.  Rubric for final project of the subject.

to properly create a corporate entity or benefit an existing one.				
2013 SECOND TRIMESTER: April-June.				
By the end of the academic program, the student will be capable of designing strategies through knowledge and application of different laws and treaties in corporate and international matters, as well as agreements of which Mexico is a part, which allow them to solve legal and administrative conflicts of national and international corporations.	DE516 COMMERCIAL TREATIES AND AGREEMENTS  IMPROVABLE	Dr. José Manuel Vargas Menchaca. Employee number: 300101	Mexicali Finished	Assessment Instrument: Resolution of task.  Rubric for presentation of written work.
By the end of the academic program, the student will know the concepts, principles of national and international law and structure of the commercial treaties and agreements signed by Mexico within the legal framework of Mexican law which allow them to	DE512 TAX LAW  IMPROVABLE	Luis Alberto Sánchez Pérez. Employee number: 300229	Mexicali Finished	Research the de la procedencia y aplicación del Foreign Account Compliance Act (FATCA) en México  Rubrica para presentación de trabajos escritos.

design and document the most adequate statutory scheme for the establishment and development of a corporate entity.				
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2013 ASSESSMENT PLAN JAN-MAR & APR-JUN			LEVEL ACHIEVED		
SUBJECT	TOTAL STUDENTS	CAMPUS	RA 1	RA 2	RA 3
APPLICATION PROJECT	4	MXLI	4 - SO		
COMMERCIAL TREATIES AND AGREEMENTS	10	MXLI			1 - SO
					1- ME
					2 - SU
					4 - IN
					2- SE
TAX LAW	12	MXLI		7 - SO	
				3 - ME	
				2 - SU	

## FINDINGS

**RA # 1** “Continue with the implementation of the program and incorporate conflict negotiation workshops to reinforce knowledge of the student.”

**Predicted level:** Outstanding.

**Subject:** Application Project

4 students subject to assessment at a system level, **100%** (4) at outstanding level.

**RA # 2** “Offer update workshops for Corporate fiscal strategies that complement the program so that the student’s performance improves”

**Predicted level:** Improvable.

**Subject:** Tax Law

12 students subject to assessment at a system level, **25%**. (3) at improvable level, (2) **16.66%** at sufficient level, and **58.33%**(7) at outstanding level.

**RA # 3** “Seeking continuous improvement, develop projects focused on the analysis, application and design of commercial strategies based on commercial treaties and agreements and the application of the case method in the national and international order.”

**Predicted level:** Improvable.

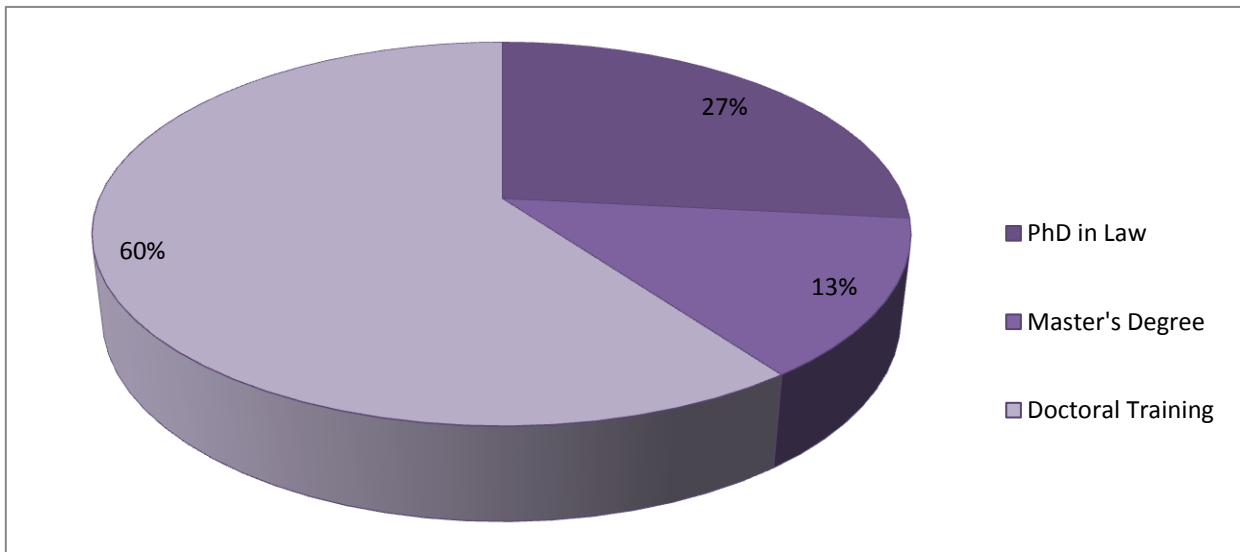
**Subject:** Commercial Treaties and Agreements

10 students subject to assessment at a system level, **10%**. (1) at improvable level, **20%** (2) at sufficient level, **40%** (4) at insufficient level, **10%**(1) at outstanding level, and **20%** (2) without scale.

## FACULTY

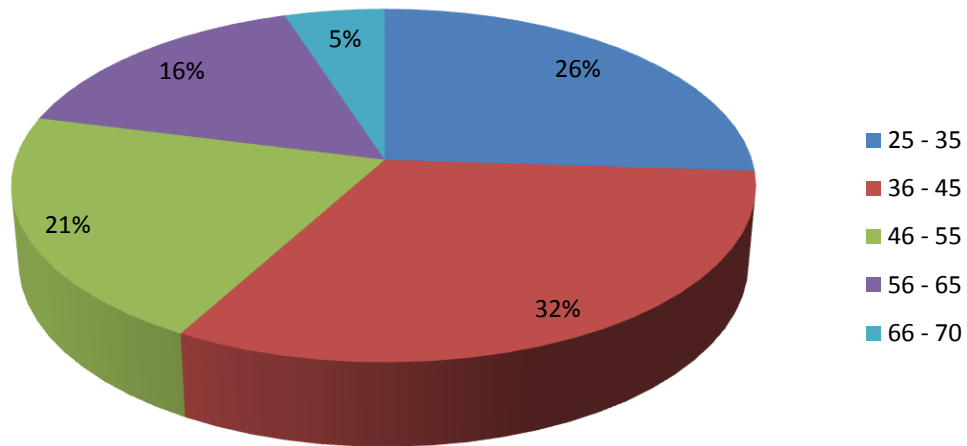
### 10. Academic degrees, age and professional experience of the Faculty.

As shown in the graphic below, 26.66% of the professors in the Mexicali Campus have finished their doctoral degrees in law, other 13.33% are in doctoral training and 60% have at least a master's degree in law.

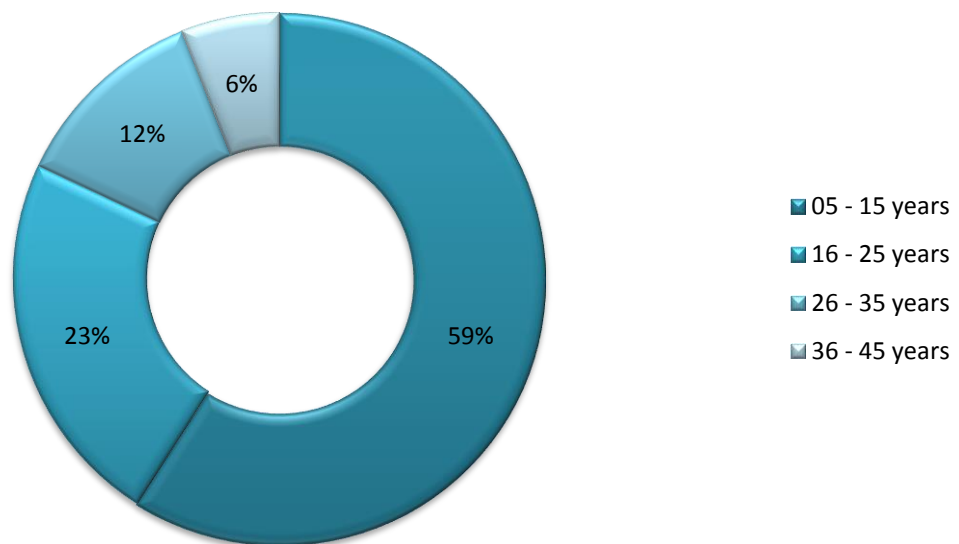


The Mexicali Campus only has 2 local professors, all the other professors are foreign, being 13 in total. The following data is shown: age, academic degree, years of professional experience.

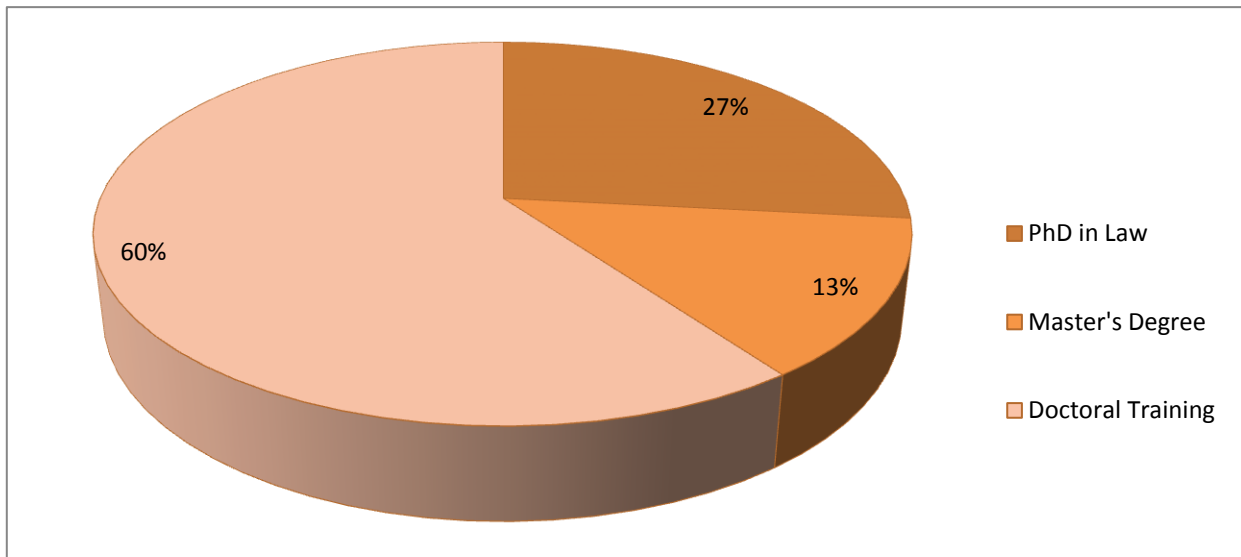
**Average age: 44.2 years of age.**



**Average years of professional experience: 17.6 years.**



### Academic degree:



- **Findings:** In this area it is important to mention that the majority (60%) of the faculty have finished their doctoral training.

### 10.1 Productivity of local and foreign faculty:

Foreign and local professors have done research work and some publications in magazines and newspapers.

#### Some examples:

##### AUTHOR OF THE BOOKS (among others):

- ❖ Work relationships in globalization
- ❖ Labor jurisprudence
- ❖ Studies around legal argument
- ❖ Corporate law
- ❖ Felonies in businesses
- ❖ Jurisprudence in brands, patents and author rights
- ❖ The legal profession: professional practice, teaching and deontology.
- ❖ Another way of understanding law (co-author)
- ❖ Essays on mediation (co-author)
- ❖ Author of “manual for the creation of professional theses,” graphics, creativity and design, 1993.
- ❖ Co-author of “introduction to law”, pearsons, 2006.



- ❖ Co-author of “topics on international private law” with the solution procedures for disagreements in the context of NAFTA, Secretariat of Government, 2006.
- ❖ Contributor of newspaper Transporte 21.
- ❖ Book Banking contracts, co-author. Textos jurídicos Bancomer. Mexico, 1999 isbn 968-7533-18-8
- ❖ Legal auditing, legal essay. Universidad Iberoamericana, Puebla campus, number four, series of legal studies. Mexico, June of 2007.
- ❖ Regular conferences on corporate, business and contractual law at ITAM and UNAM.
- ❖ Advisor for the editorial council of the postgraduate magazine of Unviersidad Latinoamericana, Puebla Campus. May, 2008 to present.

## **10.2 Evaluation of subject and full-time professors.**

In the Mexicali Campus, the professors supporting the program are members of different schools. They are local and foreign and they all participate in the development of the programs' structures.

There are currently 13 foreign professors and 2 local who share their experience with the students. According to CETYS Plan 2020, there will be more investment of resources for hiring new professors.

It is important to mention that the professors, even though they are from other cities, have fully supported this program from the beginning, working on the curricular design, selection of books, determination of evaluation methods, etc. with the purpose of promoting the program with its humanistic profile of personalized service for every student.

## **10.3 Evaluation of subject and full-time professors**

All professors are evaluated through the application of a series of instruments to students and professors (SERP), which originate from CETYS University's educational model and are integrated by the following sub-systems:

- a) Facilitation of Learning.
- b) Learning planning.

c) Attachments.

Under the following scores:

1 Bad – 2 Regular – 3 Good – 4 Very Good – 5 Excellent

The Professor Performance Evaluation System applies to both types of professors and is structure in the following way:

- Knowledge of the material for the subject.
- If the objectives, goals, evaluation method and responsibilities were explained to the student.
- Ability of the professor to communicate the content in a clear and effective way, through explanations, debates or other methods.
- Regarding objectives, the evaluation process (test, homework.)
- Availability of the professor for doubts, clarifications or tutoring.
- Organization of the professor given the nature and objectives of the course,
- Selection and usefulness of the materials for the subject (books, power point presentations)
- Level of interest generated by the activities in class.
- Level of dedication of the professor to the students.
- Treatment and respect of the professor to the students.

- **Findings:** To know the results of the academic performance of the professors, online institutional evaluations of the year 2011-2012 were taken as evidence from DROPBOX. These were answered by students of the professors.

Facilitation of Learning, Learning Planning and Attachments were the areas considered for evaluation.

What the instructors did particularly well during the period was to show actual knowledge of the subject with real examples according to the topics, giving away material for class, content management, thematic management and application of practical cases.

#### Concepts evaluated by the students

1. Professors were clear, concise and respectful during class, resulting in a wide understanding and always respecting the topics of the subject.
2. They motivated research on current topics in international fiscal matters.
3. They taught innovative and international topics that were very concrete, encouraging them to really do work outside of class.

#### **Professional experience, considered as experts in their areas.**

4. The students mentioned that the professors transmitted the importance of law in daily life through their subjects for possible consultations with clients in the work field.

#### **Proposals made by students**

- Students said that the faculty of the program has good knowledge of the matter, allowing them to do a great job.
- Greater demand of student participation in class,
- Use more didactic material that could be used to make presentations
- Make improvements to the evaluation policies, increasing the number of questions in tests.

**10.4 Evaluation tendencies of the professors.** Result statistics of the evaluations from the 2011-1 to 2012-3 period of the Mexicali campus are shown below:

2011-1	
SUBJECT	SCORE
Maximum	4.88
Minimum	4.53
<b>Average</b>	<b>4.705</b>

2011-2	
SUBJECT	SCORE
Maximum	4.79
Minimum	4.55
<b>Average</b>	<b>4.67</b>

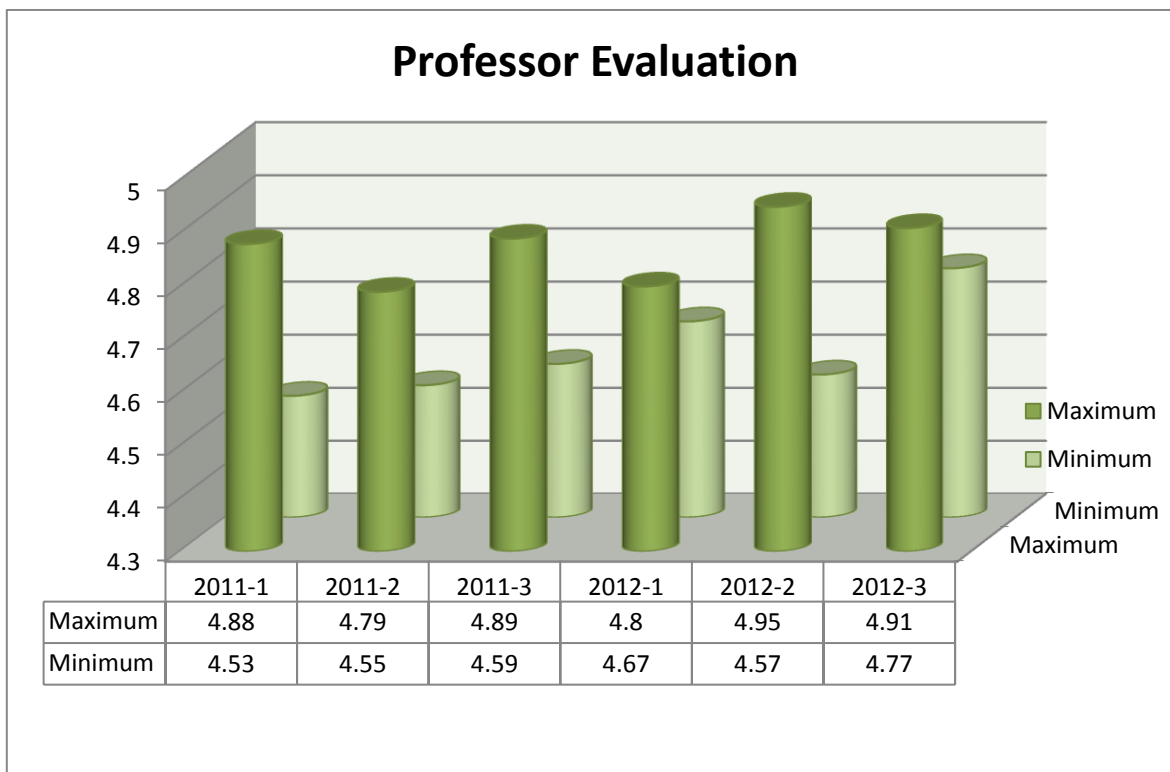
2011-3	
SUBJECT	SCORE
Maximum	4.89
Minimum	4.59
<b>Average</b>	<b>4.74</b>

2012-1	
SUBJECT	SCORE
Maximum	4.80
Minimum	4.67
<b>Average</b>	<b>4.735</b>

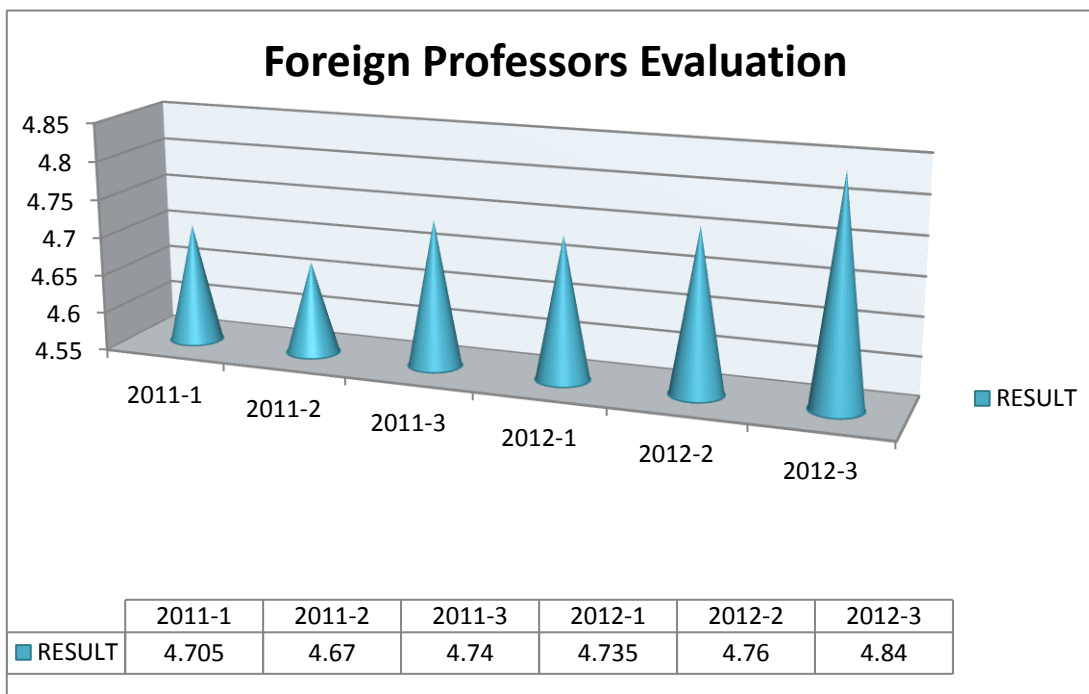
2012-2	
SUBJECT	SCORE
Maximum	4.95
Minimum	4.57
<b>Average</b>	<b>4.76</b>

2012-3	
SUBJECT	SCORE
Maximum	4.91
Minimum	4.77
<b>Average</b>	<b>4.84</b>

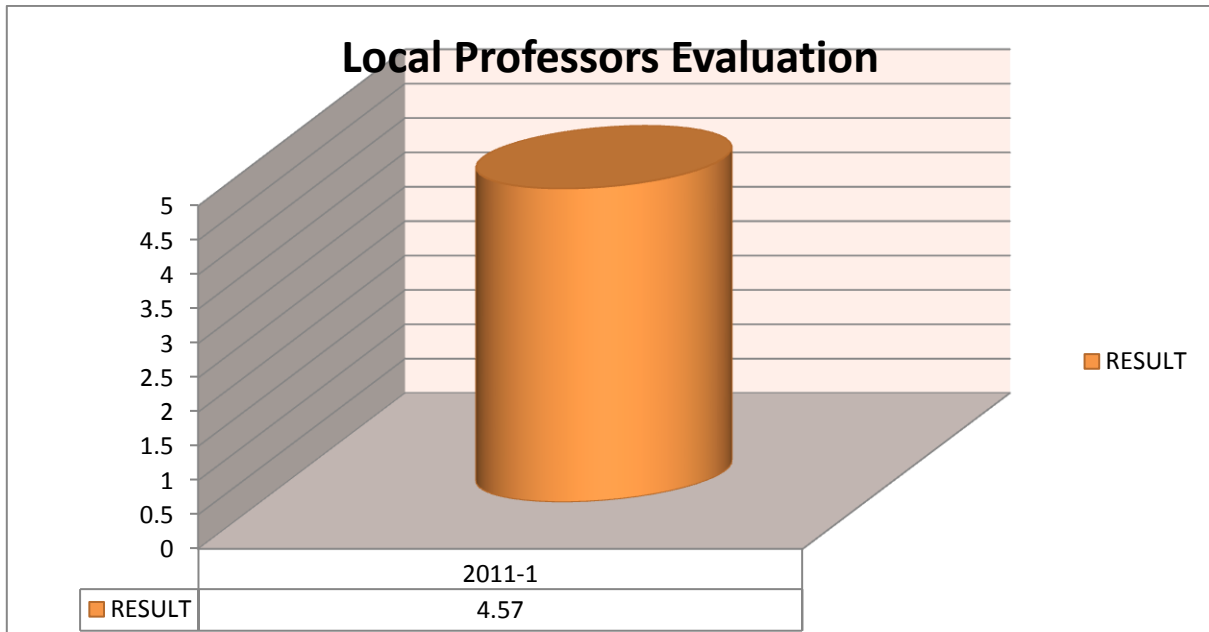
Information from Department of Information Technology and Telecommunications (DIT)



Results corresponding to local and foreign professors:



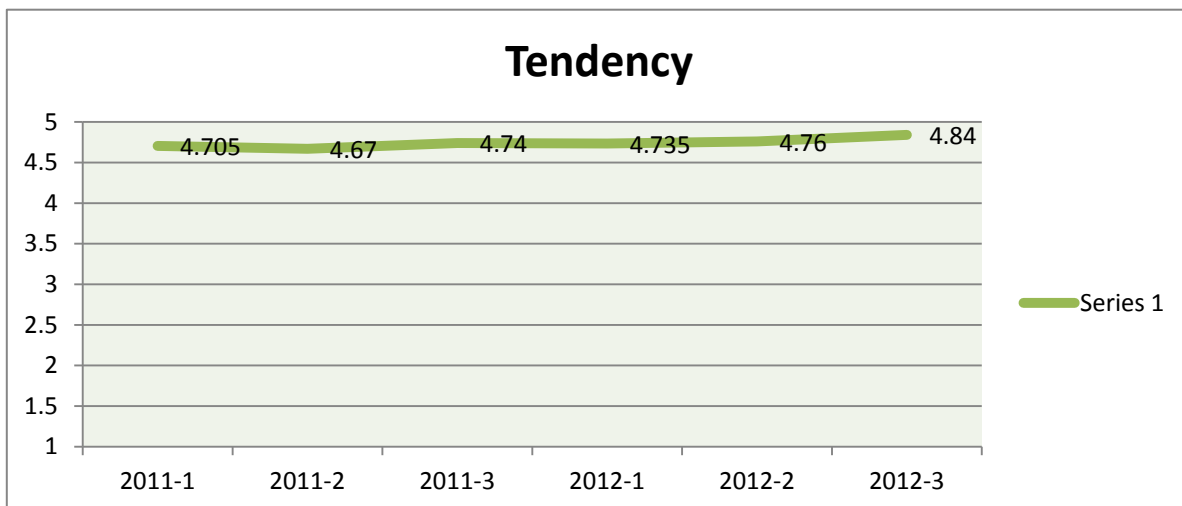
As it can be seen in the following figure, there was only one local professor in the 2011-1 period.



Regarding foreign professors, as it can be seen in the graphic, there was an evaluation during the 2011-1 to 2012-3 period.

Information from Department of Information Technology and Telecommunications (DIT)

The evaluation tendency of the professors of the program in the Mexicali campus is shown below:



- **Findings:** For the Mexicali campus, it can be seen that from the professors who teach the Master program, only 2 are local, the rest of them are foreign, of which we can say that the evaluation tendency of the subjects taught from 2011-1 to 2012-3 has been 4.53 at the lowest point and 4.95 at the highest.

## STUDENTS

### 11 Student population

#### 11.1 Tendency of new-enrollment student population (5-8 year period):

CAMPUS	2008	2009	2010	2011	2012
Mexicali	2	7	9	9	5

- **Findings: Graduates' opinions.**

Graduates consider that the level of knowledge acquire does correspond to a Master program, thus they assure that having taken this program gave them possibilities to receive promotions or improve their work conditions, since where they work it is of utmost importance to have academic degrees, and when there is an opening for a position, Master training is considered and given extra points. They also state that the level of learning acquired during the Master program has clearly contributed to their performance at work, because the vision in practice regarding certain files is different and broader.

On another note, it has given them the opportunity to have an analytic focus, not only in law matters, but also in everyday issues.

When students deal with international topics, they understand them better and are able to apply them in the work field, as well as give opinions about such topics.

Their opinion is that the professors are excellent, but there are some who should focus more on practice and less in theory, confirming that the majority of the professors are excellent professionals and professors.



Regarding the subject Application Project, where lawyers participate with students of other areas, the students are concerned, since the subject is not designed for lawyers. They recommend that the subject should be taught by a professor with a degree in Law or an area that has to do with the program, because in some cases it was taught by an Engineer, who had little interest in projects. For this reason, there was no feedback. They mentioned instead that there could be a subject on Methodology of Legal Research that could be accredited with a written project. They recommended creating a group especially for students of the Master in International Corporate law, like a business incubator.

Graduates mentioned that there are no subjects about commercial associations, which they find strange in a Master in International Corporate law program.

They recommend improving the infrastructure of the classrooms, mentioning that the computer equipment needs to be updated. Regarding the academic area, they think that some professors need to focus more on practical cases and not so much on theory.

## **11.2 Student Support and Services**

The services available for students in this program are provided and/or managed by the coordinator of the program. The activity consists of guiding the students and referring them to the areas where they can get help for what they need, for example: academic orientation, financial assistance, etc. Once the need of the student is identified, they are sent to the appropriate department.

### **Student orientation:**

There are informative sessions about the Master program, addressing the following topics: establishment of the institution, its mission and vision; and how to use the database for accessing articles and books of the library, either printed or electronic.

### **International programs:**

A program is being developed for students of the Master in International Corporate Law, so that they can prepare to be highly competitive professionals in the work

field. They will have access to participate in international programs, taking subjects in academic exchange programs or courses in universities of other states of the country, even in other countries.

It is worth mentioning that having this experience opens up a lot of possibilities for students, since they get to know other cultures, new places, have the opportunity to know great personalities in the area of Law, and grow academically and spiritually.

### **11.3 Information technology and resources**

**Library:** The Library at CETYS University Mexicali Campus currently has 38,207 printed books, including 2583 audiovisual materials (videos and CDs), as well as 130 titles of newspapers and printed magazines, which can be consulted through an online catalog that can be accessed through CETYS's website <http://www.cetys.mx/> and the library's website <http://www.biblioteca.cetys.mx/?page=351>.

There is an automatized system called "Altair", through which the user (student or professor) can consult the available material in the library from any computer with internet access; also, they can get to know the books and audiovisual materials they have loaned and renew them from their home or office without having to go to the library in person or show their cards.

To facilitate teaching and learning, the library has a 24/7 service through different electronic resources in full text: 147,752 electronic books in English and Spanish, 19 databases of different disciplines that include thousands of academic magazines, everything accessible through <http://bibliotecadigital.cetys.mx/>, which can be accessed outside of the campus with an account and password given to every student enrolled.

Also, the library has an electronic room with 20 computers so that students and professors can use the "Altair" system (Catalog) and the Digital Library (electronic

books and databases). They can print the articles they find from any computer and do homework or presentations.

There is a training session for new-enrollment students and professors so that they can get to know and learn how to use properly the resources and services offered at the Library. In this training session, they are instructed on the proper use of the catalog and electronic resources, and are explained how to use the books on the shelves, lending policies and individual and group study spaces (individual cubicles and reading rooms.)

Additionally, one-hour classes are given to explain use of a specific database specialized in a discipline, use of APA style and use of the printed resources available at the Library. All of this is done by request of the professor and there is a Training Room with space for 30 people and an Electronic Room for special training.

The Library is open Monday to Friday from 7:00 to 22:00 hrs. and Saturday from 9:00 to 14:00.

The following Law material is available at the Library:

- 8 magazine titles.
- 2820 printed copies.
- 65 audiovisual materials.

➤ **Findings:** In this area, it is important to mention that even though there are enough copies for the program, it is also true that printed copies are from outdated editions. Including laws and other legal ordinance that are constantly being modified.

**Academic infrastructure for the Master in International Corporate Law program**

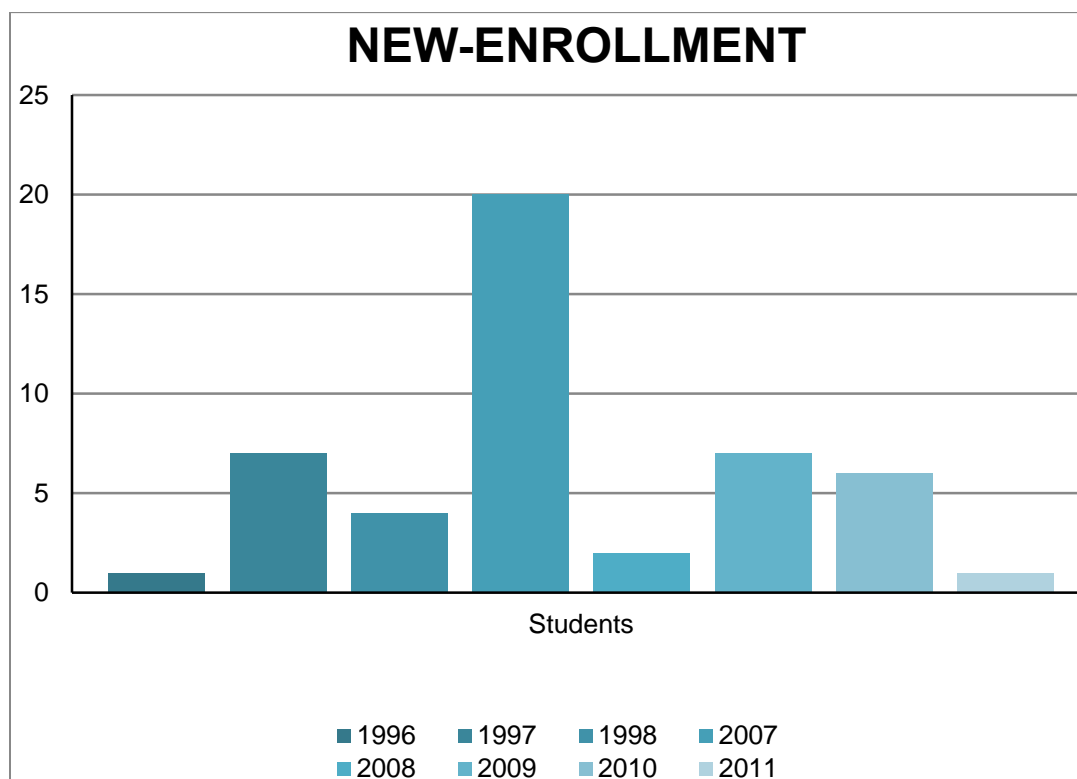
ROOMS	MEXICALI
Audiovisual room / CRAI training room	1
Auditorium / Student center	1
Computer laboratory	4
Library	1
Group study cubicles	6
Individual study cubicles	23
Postgraduate classrooms	12
Isoptic Rooms	2
Hearing Room	1
Student recreation area	1
Recreation terrace	1

**Relación de recursos de apoyo para la enseñanza-aprendizaje de la Maestría en Derecho Corporativo e Internacional**

EQUIPMENT	MEXICALI
Projectors	33
Projector screens	33
Audio system	33
BlackBoard platform	1
Mi Campus portal	1
Wireless internet	✓

- **FINDINGS:** From questionnaires applied to students, we can conclude that they are mostly satisfied with the facilities and resources offered by the institution for their academic, personal and spiritual development.

## STUDENTS



At a system level, the number of students that enrolled in the Master in International Corporate Law and finished the program is 51. Percentages: 1.96% in 1996 y 2011, 13.73% in 1997 and 2009, 7.84% in 1998, 39.22% in 2007, 3.92% in 2008 and 11.77% in 2010.



At a system level, the number of graduates from the Master in International Corporate Law is 51. Percentages: 21.57% in 2000, 1.96% in 2001 and 2007, 15.69% in 2008, 2009 and 2011, 5.88% in 2010, 11.76% in 2012 and 3.92% in the current year.

**Information retrieved by the Registrar's Office**

**RETENTION AND DROPPING-OUT**