



DEAN OF THE SCHOOL OF BUSINESS AND MANAGEMENT

MINUTES of the mutual agreement between the Dean of the School and the Deans of the Schools of Business and Management for the formation of the Academia of the Bachelor's degree in Marketing Administration program.

In the city of Mexicali, Baja California, at 10:00 hours of April 25, 2009, the Dean of the School of Business and Management Federico Sada and the Deans of the Schools Dr. Helia Cantellano G., Dr. Arturo Villavicencio, and Professor Enrique Pérez Santana got together in the Video Conference Hall of the Mexicali, Tijuana, and Ensenada Campi to approve the formation of the Academia of the Bachelor's degree in Marketing Administration program; the witnesses of this act were the faculty that are members of it, and that are mentioned next:

Paulina Vargas
Héctor Velarde
Francisco Villalba
Ernesto Montaña
Favio Soto
Elsa Macgregor
Eduardo Díaz
Lorena Jáuregui
Cristina Piña

The Academia will work under conditions established in the Academic Program Periodic Revision Policy (PRPPA in Spanish) that have been approved by the President's Office, the Vice President of Academic Affairs, and the Deans of the Schools; some of the most important ones the following:

1. The Academia will carry out the curricular revision of the Higher Education programs of the Institution.
2. The Academia assists two specific tasks which are:
 - a. The revision of the undergraduate degree and master's degree academic programs, and
 - b. To carry out the assessment activities associated to the academic programs of the CETYS University System.
3. The organization of the Academia for the revision of programs will be made according to the PRPPA point 4.
4. The initial membership appointment to the Academia will be of two years.
5. The Spokesperson of the Academia will be Professor Eduardo Díaz.
6. The Academia is empowered to propose and carry out operations that are a result of its learning and corresponding metrics with the approval of the Deans of the Schools and/or the Vice President of Academic Affairs.
7. The Academia is empowered to make suggestions and recommendations in regards to:
 - a. The modification of learning outcomes, its metrics, or assessment instruments ,
 - b. The pedagogical training/updating of faculty,
 - c. The creation of a suitable atmosphere for the students to achieve the desired learning, so they can be successful in the conclusion of their academic programs.
8. The Academia is responsible for preparing the self-study of each academic program according to the guidelines, procedures, and agreed time frames by the VPAA.

The guidelines, procedures, and time frames are on point 5 of the so called Structure and content of the Self-study of the PRPPA of each academic program and PRPPA chronogram.

9. The Academia should prepare an annual work plan where:
 - a. The actions and projects to be carried out get defined.
 - b. The calendar meeting for one year gets established.
 - c. The guidelines for declaring legal its work meetings and decision making regarding voting for proposals and agreements consistent with the current Rules and Regulation Statute get established.

The Academia will prepare an operation log with the agendas, minutes, projects, and annual work plan.

10. The information generated by the different activities of the Academia should be available in the Academic Information Web site (PIA in Spanish).
11. All contingency situation that is not foreseen in this mutual agreement Act and on the established PRPPA guidelines in regards to the functioning of the Academia, will be analyzed and resolved by an academic board made up by the Vice President of Academic Affairs, the Deans of the Schools, and the Director of Planning and Institutional Effectiveness.

After the members and spokesperson of the Academia have been approved, and after all the points of the current formation of the Bachelor's degree in Marketing Administration Academia Act have been read and not having any other pending issue or observation, it is hereby signed at 11:00 hours of the indicated time, date, and place.

DEANS.

Federico Sada

Dr. Helia Cantellano G

Dr. Arturo Villavicencio

Professor Enrique Pérez Santana

FACULTY

Paulina Vargas

Héctor Velarde

Francisco Villalba

Ernesto Montaña

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