



PROGRAM: UNDERGRADUATE DEGREE IN INTERNATIONAL BUSINESS

Name of course: Financial Accounting I	Course ID: CB400
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Location in the curricular map: First semester.

Course Characteristics:

This course deals with the fundamental basis in order to know how to use the financial information of economic entities beginning with the analysis of the reason and purpose of accounting, its legal basis and everything related to the accounting proceeds and the register systems supported by the computer as a valuable tool in the information processing and to conclude in the formal elaboration of the Financial Statements that correctly reflect financial position as well as operation results.

General Learning Objectives:

Upon completing this course students are expected to:

- Know and understand** the basic aspects of accounting, its terminology as well as its generally accepted principles.
- Apply** the knowledge to the register of operations, to the systems of merchandise control, the Financial Statement elaboration processes like the General Balance and the State of Results.
- Build** an accounting practice where they can apply the accounting cycle from the register of operations to a practical problem using the entries, diary, major, adjustments, and closings to the presentation of the financial statements.

Thematic content:	Hours
1. Introduction, set up and General Concepts	6
1.1. Introduction to the course. Set Up and antecedents of accounting	
1.2. Basic Definitions	
1.3. Objectives	
1.4. Application Environment	
1.5. Types of Accounting	
1.6. Legal Basis of Accounting	6
2. Generally Accepted Accounting Principles	10
2.1. Definition	
2.2. Basic Structure of financial accounting	
2.3. Analysis of the principles of accounting	
2.4. The Accounting Theory	
2.5. Applications	10
3. Financial Structure	10
3.1. Study of the asset	
3.2. Study of the liability	
3.3. Study of the capital	
3.4. Applications	10
4. Financial Statements	10
4.1. Concept and Characteristics	
4.2. General Balance	
4.3. Statement of Results	
4.4. Other financial statements	
4.5. Applications	10
5. General study of the account	10
5.1. Concept	
5.2. Parts	
5.3. Movement and balance	
5.4. Applications	10
6. Register of Merchandise Selling and Purchasing Operations	10
6.1. Analytic procedure	
6.2. Perpetual Inventory procedure	
6.3. Method of inventory estimate	
6.4. Application	10
7. Worksheet	12
7.1. Use of the column	
7.2. Adjustment entries	
7.3. Elaboration of Financial Statements	
7.4 Note to the financial statements	12

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
2. Case methods to apply and assess the scope and limitations of the course content.
3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
6. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text	Financial Accounting	Gerardo Guajardo Cantú	McGraw - Hill	2003
2	Reference	Generally Accepted Accounting Principles	Instituto Mexicano de Contadores Públicos	IMCP	2003
3	Reference	Accounting Principles	Javier Romero López	McGraw Hill	2001



Course Program

Course Name: Introduction to International Business	Course ID: MK410
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Placement in curricular map: First Semester.

Course Characteristics:

Develop the capacity to understand the bases and foundation of international businesses through knowledge and understanding, in order for students to have a professional view point in this area and reaffirm their vocational choice.

Have a profound knowledge of the main basic and specialized courses that make part of the curriculum of Bachelor of Arts in International Business.

Know the complete structure of CETYS University, its mission, vision, nuances, learnings, norms, politics, rules, as well as the academic and extra-curriculum activities that will provide the student an integral formation. Knowledge of the aspects that have to do with international programs, social service, internships, and the language requirements of this major; as well as the different opportunities of development in an academic, cultural, sport, and personal area with students have at CETYS.

We look for a link between students who will incorporate to the International Business major and their principle which will allow them a more open communication and to generate a spirit of camaraderie and group work that makes adaptation to this major easier as well as the development of collaborative work.

This course is designed to introduce new students to university life, the discovery of their major, and an induction to this institution. A positive attitude and an open mind are necessary for students to embrace new ideas and learning..

General learning objectives:

At The end of this course the student is expected to:

Know and understand the bases and functions of international businesses. The goals and objectives that this university pursues their role as students and the role of a university instructor, the structure of this university, and the documents that entail their learning chores. Origin and evolution of administration and especially of international business.

The nuances in which the generic profile of CETYS alumni is sustained

The curriculum of the International Business Major.

Design through essays and collaborative projects the relative aspects of their life and major in a university or institution.

The specific profile, terminal abilities, and field of work for the major of International Business.

Build the bases of their e-portfolio which is an academic, personal, and professional publication of students on the Internet that allow them to collect their work throughout their studies and will permit them to have evidence of their professional competencies once they have graduated from their major.

Thematic Content:	Hours
1. The major 1.1. History and origins of this major 1.2. Objectives of this major 1.3. The curriculum 1.4. Insertion in the work field. Professional practices. 1.5. Contribution to the creation of knowledge in this major.	8
2. The University Institution 2.1. Origin, history, mission, vision of CETYS University. 2.2. Organization, functioning, and links to the media. 2.3. Academic organization, norms and rules. 2.4. Organizational structure and support departments.	10
3. Academic Life 3.1. Academic and extra-curricular activities. 3.2. Internationalization 3.3. Professional Practices 3.4. Social Service 3.5. Study of the English Language 3.6. Certification 3.7. CENEVAL (Certification Exam)	10
4. International Business 4.1. Fundamental Concepts. Theory of Globalization 4.2. History, commerce and culture. Trans cultural behavior 4.2. Regional economy towards globalization 4.3. Company globalization 4.4. Strategic alternatives for the expansion and immersion to markets. 4.5. Integration of business portfolio 4.6. Political and economic integration.	12
5. Key functional concepts of international business 5.1. International Administration. Planning, organization and control. 5.2. International Marketing 5.3. Industrial and labor international relations. 5.4. International law and customs legislations 5.5. International accounting and taxes. 5.5. Multinational finances. Money and Capital Market	12
6. International Business application areas. 6.1. Distribution and international purchase channels and logistics. 6.2. International negotiations 6.3. Resource and technology export, import, and transference. 6.4. International relations. Diplomacy. 6.5. Export and international investment projects. 6.6. International market analysis and research.	12

Learning Activities:

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2. Case methods to apply and assess the scope and limitations of the course content.
3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
6. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

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	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text	International Business	John Daniels, Lee H. Radebauer	Pearson	2002
2	Reference	Teacher's Guide	CETYS		2004
3	Reference	40 Years of History	CETYS		2002



Course Program

Course Name: Private Law	Course ID: DE400
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Placement in curricular map: first semester.

Course characteristics:

Basic course in the study of law, its importance, its rules, its sources covering all the regulating aspects of the most relevant events of human life and the legal regulation of the commercial activity individually or in the social company.

General Learning Objectives

Know and apply the norms that regulate law and the different duties and obligations that emerge from family law, as well as the commercial and legal acts of private law, credit titles and the different types of societies.

Design a finance corporation from the legal point of view.

Elaborate commercial contracts, the necessary documentation to register a trademark: an assembly of Finance Corporation, bill of exchange, IOU and checks.

Thematic content:	Hourse
<p>1. Introduction. Set up.</p> <p>1.1. Course set up</p> <p>1.2. Introduction to law</p> <p>1.3. Law sources</p> <p>1.4. Constitutional organization. The Mexican State.</p> <p>1.5. Generalities of administrative law</p> <p>1.5. Cases and applications</p>	12
<p>2. Normative aspects of events of human life</p> <p>2.1. Personal rights</p> <p>2.2. Generalities of Family Law</p> <p>2.3. Real Estate and real rights</p> <p>2.4. Civil contracts</p> <p>2.5. Cases and applications</p>	12
<p>3. Commercial law I</p> <p>3.1. Antecedents and concepts. Sources of commercial law.</p> <p>3.2 Concept and classification of commerce acts.</p> <p>3.3. Traders, individuals and companies</p> <p>3.4. Commerce dependent and independent auxiliaries</p> <p>3.5. Cases and applications</p>	12
<p>4. Commercial law II</p> <p>4.1. Commercial negotiations. Commercial obligations</p> <p>4.2. Commercial contracts. Diverse commercial contracts.</p> <p>4.3. Finance corporations. Concepts, types, constitution.</p> <p>4.4. Credit title, to the holder, nominative, bill, IOU, check.</p> <p>4.5. Commercial obligations, emission and requirements</p> <p>4.5. Cases and applications</p>	16
<p>5. Law of industrial property</p> <p>5.1. Patents, their procedure</p> <p>5.2. Patent and register invalidity and expiration</p> <p>5.3. Trademarks. Collective trademarks. Trademark register.</p> <p>5.4 Invalidity, expiration and cancelation of register.</p>	12

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Assessment criteria and procedures:

Students' performance throughout the course will be base don the following criteria:

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	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text 1	Introduction to Law	Francisco Peniche Bolio	Porrúa	2002
2	Reference	Commercial Law	Raúl Cervantes Ahumada	Porrúa	2002
3	Reference	Business Law. Topics of Private Law	Juan Rangel Charles. Roberto Sanromán Aranda	Thomson International	1995



4	Reference	Commercial Agenda	ISEF	ISEF	2004
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Course Program

Course Name: Advanced Communication in Spanish	Course ID: CS400
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Placement in Curricular map: First semester.

Course characteristics:

This course mainly develops, as a workshop, the practice of the process that the planning of different writings and speeches imply, and the oral presentation before different audiences to inform, motivate and convince.

General Learning Objectives:

At the end of this course the student is expected to:

Know and apply their abilities regarding the ideal planning, structuring and writing of documents to communicate before an audience with a specific purpose.

Structure through writing information from different reliable sources that support an oral presentation before a determined audience. Oral and bodily communication with informative, motivational and persuasive discourses.

Designs oral presentations that reflect the process learned in the course.

Construct an individual public presentation using verbal and visual supports.

Develop an analysis scheme from cases, exercises and videos and other dynamic techniques that allow students to improve their communication skills.

Thematic content:	Hours
1. Introduction, set up and antecedents	10
1.1. The process of human communication	
1.2. Nature and purpose of the course	
1.3. Importance and usefulness of the course to college students	
1.4. Application video	
2. Speech creative planning	14
2.1. Specification of the objective.	
2.2. Selection of the topic	
2.3. Draft and writing of the speech	
2.4. Role of the introduction and conclusion in a speech	
2.5. Application video	
3. Elaboration of speeches according to different purposes	14
3.1. Speech with information purposes	

3.2. Speech with motivational purposes	
3.3. Speech with persuasive purposes	
3.4. Application video	
4. Support for the communicator and his speech	14
4.1. Verbal Supports	
4.2. Visual Supports	
4.3. Visual Communication	
4.4. Application Video	
5. Good communicator characteristics	12
5.1. Credibility	
5.2. Honesty	
5.3. Knowing how to listen	
5.4. Improvise	
5.5. Persuasion ethics	
5.6. Application case.	

Learning Activities:

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Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text	Communicate!	Rudolph F. Verderber	Thomson	1999

2	Reference	Oral Communication the Art, the Science of Public Speaking	Hielen McEntee de Madero	Alambra Mexicana	1992
3	Reference	Non-verbal Communication	Mark Knapp L.	Paidós	1997



Course Program

Course Name: Globalization and economic development	Course ID: EC400
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Placement in curricular map: First Semester

Course characteristics:

In this course students will be introduced to the study of Globalization in its theoretical foundations as well as in the essential condition for its development, such as: economic growth, free international trade, the short term capital movement, direct foreign investment, the migrating phenomena, the development of communication technologies and their cultural effect among others.

Students will judge the advantages and disadvantages of globalization, distinguishing the different forms that it takes. As part of the learning activities of the course students will carry on **application projects** through field research, knowledge application, problem identification, methodology development, creativity and input of ideas. The topics to consider will be the following:

- The importance of capital international flows for development (wealth and serious crisis)
- Commercial liberalization (beneficial of crisis provoking?)
- Does globalization reduce real salaries and provoke the loss of jobs?
- How are the capitals, services and merchandise international movements counted?
- Technology changes that technology reflects.
- The aptitude of national economies to generate competitive advantages.

General Learning Objectives:

At the end of this course, the student will be expected to:

Know:

What globalization is. The role of commercial liberalization these days. What sustainable development is. How it affects the development of communication technologies and what its cultural effect is. What is understood by international free trade and director foreign investment.

Understand:

The advantages and disadvantages of globalization. Which the key economic

variables are. How a country can reach a sustainable development. The role of cultural differences.

Apply their knowledge about globalization and sustainable development in cases analysis, economic politics discussions and the elaboration of the course application project.

Develop their ability to work in groups in a responsible and organized way.

Thematic content:	Hours
1. Globalization. 1.1. Globalization before the XX Century. 1.2. Globalization during the XX Century. 1.3. Globalization in the XX Century. 1.4. Defining Globalization. 1.5. Real and virtual Globalization.	10
2. Who regulates Globalization? 2.1. Regulating Institutions of International Trade. 2.2. International Monetary Fund (IMF). 2.3. The Gold Standard System. 2.4. The Currency Markets. 2.5. The Balance of Payments. 2.6. The position of international investment (financial rules). 2.7. Barriers to International Trade. 2.8. Pareto Movements.	11
3. Economic development and growth. 3.1. The frontier of production possibilities. 3.2. The classic theories of growth. 3.3. The modern theories of growth. 3.4. The Harrod-Domar model. 3.5. The Solow model. 3.6. The limits of growth. 3.7. Concepts of economic convergence. 3.8. The theory of dependency.	10
4. Globalization and poverty. 4.1. Globalization and Knowledge 4.2. University and Globalization. 4.3. The World of Poverty. 4.4. The Vicious Circle of underdevelopment.	10
5. Cultural Globalization. 5.1. Culture and Development 5.2. Globalization in tourism 5.3. Globalization and its effects in migrating movements	10

<p>5.4. Demographics and Development</p> <p>5.5. The Effects of globalization on women’s role and children’s right in the most traditional societies.</p> <p>5.5 The role of the United States in Globalization.</p> <p>6. Globalization: Growth and Development (study cases).</p> <p>6.1 Savings, Productivity and Structured Growth. Study Case: Singapore.</p> <p>6.2. Gradual Transition from a planned economy. Study case: China.</p> <p>6.3. Substitution of Imports. Study case: India</p> <p>6.4 Chile’s Economic Miracle and its political dependence on transnational companies. Study Case: Chile</p> <p>6.5 A new American Century? Iraq and the disguised war between the Dollar and the Euro. Study Case.</p> <p>6.4. About the origin, the use and content of the sustainable term. Study Case</p> <p>6.5 The social movements in the globalization era. Study Case</p> <p>6.6 “Globalization, Empire or Imperialism? A contemporary Debate Study Case</p> <p>6.7 “The Argentinean politic system crisis in a globalized context and one of its consequences: urban poverty” Study Case</p> <p>6.8 “Politic Economy of Capitalist Globalization” Study Case</p>	<p>13</p>
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Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
2. Case methods to apply and assess the scope and limitations of the course

content.

3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
6. Learning based on application projects in groups in order for students to apply their knowledge in these projects

Assessment criteria and procedures:

Students' performance throughout the course will be base don the following criteria:

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	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text	Globalization: A Very Short Introduction (Very Short Introductions)	Manfred B. Steger	Oxford University Press	2003
2	Reference	Globalization & Growth: Case Studies in National Economic Strategies	Richard H. K. Vietor	South-Western College/West	2004
3	Reference	International Economics: Theory & Policy	Paul Krugman y Maurice Obstfeld	Addison-Wesley	1998



Course Program

Course name: Financial Accounting II	Course ID: CB401
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Placement in curricular map: Second Semester.

Course characteristics:

To apply the specific rules in the register of operations concerning to the corresponding headings that conform the asset, liability and capital and other special items, in order to have a more appropriate presentation of the Statements of Financial Situation and Results..

General Learning Objectives:

At the end of this course, the student will be expected to:

- Know and apply** the general accepted accounting principles, such as the particular valuation rules of the current and frozen asset, liability and capital.
- Design** register systems for sales operations in installments, foreign currency treatment and leasing.
- Construct** an accounting system to solve specific problems.

Thematic content:	Hours
<p>1. Valuation and Presentation of the information of the Asset</p> <p>1.1. Valuation Concepts.</p> <p>1.2. Register, Valuation, presentation of the asset and temporary investments.</p> <p>1.3. Register, valuation and presentation of bills and documents receivable.</p> <p>1.4. Register, valuation and presentation of inventories</p> <p>1.5. Register, valuation and presentation of properties, plant and equipment.</p> <p>1.6. Register, valuation and presentation of intangible assets</p> <p>1.7. Exercises and application cases</p>	<p>25</p>
<p>2. Valuation and Presentation of the information of the Liability and Capital</p> <p>2.1. Register, Valuation and presentation of bills receivable.</p> <p>2.2. Register, Valuation and presentation of long-term accounts payable.</p> <p>2.3. Register, Valuation and presentation of the countable capital.</p> <p>2.4. Exercises and application cases</p>	<p>25</p>
<p>3. Exceptional Items.</p> <p>3.1. Register and presentation of order accounts.</p> <p>3.2 Accounting study of hire-purchase operations</p> <p>3.3. Accounting study of lease operations</p> <p>3.4. Accounting treatment of foreign currency operations.</p> <p>3.5. Exercises and application cases</p>	<p>14</p>

Learning Activities:

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2	Reference	Accounting Practice	Jesús Mario González y Julio César Lozano	Graphics	2004
3	Reference	Generally Accepted Accounting Principles	Instituto Mexicano de Contadores Públicos	IMCP	2003



Course Program

Course Name: Mathematics	Course ID: MA400
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Placement in Curricular map: Second semester

Course characteristics:

This course is offered to all the students of Business, Administration or Engineering with the aim of providing basic mathematics that allows them to take

the subsequent mathematics courses or the ones pertaining the axis of their professional formation.

This course covers the concepts of logic mathematics, mathematic functions and matrix algebra in a practical way. Regardless of the chosen major, all engineering, administration and business students must have the ability to analyze, model, calculate and represent data and figures of the systems they are studying.

General Learning Objectives:

At the end of this course the student is expected to:

Know and understand:

The following concepts of logic mathematics: Proposition, real tables, tautology, equivalency, fallacy, syllogism and inference laws.

The following concepts of mathematical functions: function, domain, and range of a function and how the mathematical functions are classified.

The following concepts of algebra: equation, inequality, matrix, matrix determinant, Gauss-Jordan method and cofactors method.

Know:

How to apply logic mathematics to analyze, synthesize and evaluate the logic consistence of written texts and oral expressions.

To sketch the behavior of a mathematical function and model the behavior of real phenomena through functions.

To solve linear equation systems through algebra and matrix methods.

To formulate and solve problems with linear equations systems

To develop their ability to work in groups in a responsible and organized way.

Thematic content:

1. Mathematical logic.

- 1.1. Introduction and course set up.
- 1.2. Propositional logic.
- 1.3. Expressions of Language.
- 1.4. Logical Connectives and real tables.
- 1.5. Formulas and real tables.
- 1.6. Equivalences, tautologies and fallacies.
- 1.7. Inferential logic.
- 1.8. Logic implication.
- 1.9. Inference laws.
- 1.10. Consistence of premises.
- 1.11. Direct and indirect proof.
- 1.12. Syllogism Analysis.

Hours

20

<p>2. Mathematical functions.</p> <p>2.1. Basic concepts: Function, domain and range of a function. 2.2. Types of mathematical functions. 2.3. Linear functions. 2.4. Polynomial functions. 2.5. Rational functions. 2.6. Power functions. 2.7. Functions defined by sections. 2.8. Logarithmic functions. 2.9. Exponential functions. 2.10. Trigonometric functions. 2.11. Application of mathematical functions.</p>	<p>20</p>
<p>3. Matrix algebra and systems of linear equations.</p> <p>3.1. Equation and equation systems. 3.2. Systems of linear equations with two variables. 3.3. Systems of inequalities. 3.4. Systems of linear equations with more than two variables. 3.5. Matrixes and matrix algebra. 3.6. Inverse of a matrix. 3.7. Determinant and properties of the determinant. 3.8. Applications of the systems of equations and inequalities.</p>	<p>24</p>

<p>Learning Activities:</p> <p>The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:</p> <ol style="list-style-type: none"> 1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision. 2. Case methods to apply and assess the scope and limitations of the course content. 3. Cooperative work outside the classroom to analyze cases and problem solving. 4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming. 5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course 6. Learning based on application projects in groups in order for students to apply their knowledge in these projects.
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Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

- (1) The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
- (2) The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
- (3) The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
TOTAL		100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text	Algebra and Trigonometry with Analytic Geometry	Earl W. Swokowski y Jeffery A. Cole	Thomson-Learning	2002
2	Reference	Introductory mathematical analysis for business, economics and life and social sciences	Ernest F. Haeussler, Richard S. Paul y Tech Laurel	Prentice-Hall	2001
3	Reference	Mathematical Analysis for Business, Economics and the Life and Social Science	Jagdish C. Arya y Robin W. Lardner	Pearson	1993



Course Program

Course Name: Administration	Course ID: AD400
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Placement in curricular map: Second Semester

Course characteristics:

Study of the organizations, their administration and evolution, the social and ethical responsibility of companies and businessmen. Understanding of the different functions of any organization –production, human resources, marketing, accounting and finances- as well as the different stages of the administration process –planning, organization, integration, direction and control, to facilitate the optimization of material, human, physic and financial resources involved in administration.

General Learning Objectives:

At the end of this course the student is expected to:

Know and apply the administration process stages and the functional areas of the company through the use of exercises and cases.

Design organization manual, policy manual, organizational chart, personnel direction and integration systems, motivation plan, algorithms for the solution of problems of the numerical type and character managing.

Build the Business Plan for a company or project using the acquired knowledge

Thematic Content:	Hours
1. The company and administration 1.1. Concept, evolution. Manager and organizations. The role of a manager. 1.2. External environment. 1.3. Social and ethical responsibility 1.4. Development of administrative thinking 1.5. Decision taking 1.6. Application cases.	6
2. Planning 2.1. Foundations of planning. 2.2. Strategic planning and administration 2.3. International administrative 2.4. Planning tools and techniques 2.5. Application cases	12
3. Personnel organization and integration 3.1. Structure of the organization 3.2 Human resources administration 3.3. Administration of change and innovation. 3.4. Organization with response capability 3.5. Administration of diverse work force 3.6. Application cases	14
4. Management 4.1. Foundations of behavior 4.2. Informal organization, groups and group work 4.3. Motivation 4.4. Communication 4.5. Leadership 4.6. Application cases.	12
5. Control 5.1. Foundations of control 5.2. Administration of operations 5.3. Control tools and techniques 5.4. Managerial control 5.5. Administration of technology and innovation 5.6. World class future 5.7. Application cases	10
6. Functional areas of the company. 6.1. The function of accounting 6.2. Financial function 6.3. The function of production 6.4. The function of marketing 6.5. The function of human resources 6.7. Application cases	10

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
2. Case methods to apply and assess the scope and limitations of the course content.
3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
6. Learning based on application projects in groups in order for students to apply their knowledge in these projects..

Students' performance throughout the course will be base don the following criteria:

- (1) The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
- (2) The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
- (3) The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text 1	Administration	Thomas S. Baterman, Scott A. Snell	McGraw Hill	1999
2	Reference	Administration	Stephen P. Robbins, Mary Coulter	Prentice Hall	2000
3	Reference	Administration	Harold Koontz – Heinz Wehrich	McGraw Hill	1999



Course program

Course name: Economics	Course ID: EC401
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Placement in curricular map: Second semester.

Course characteristics:

In this course student will obtain basic knowledge in microeconomics and macroeconomics. During the first half of the course they will strengthen their theoretical foundations as well as in the essential tools as markets, demand, supply, balance prices, elasticity, producing performance, consumer behavior, production and costs. The foundations of supply and demand and the way they interact to achieve the balance in a competitive market. Analyze the price policies and production in different market structures.

During the second half of the course students will acquire the knowledge of the historical and current events that Mexico and the rest of the world are experiencing.

Students will be able to understand the importance of production in their country and the impact it has on employment, salaries and consumer purchases. They will be able to apply the basic techniques of economic politics. Students will acquire knowledge about income circular flow, national accounts, and determiners of the national income. Economic growth and the cycles of economy, the measurement of economica activity, consumption and investment, the multiplying model, bank, currency and monetary policies, international finances.

This course is part of the curriculum of the majors in Public Accounting, Business Administration, Marketing Administration and International Business

General Learning Objectives:

At the end of this course the student is expected to:

Know and apply:

The contributions of microeconomics and macroeconomics.

The laws of supply and demand: Benefits and harm doing.

Impact of the increase and decrease of GDP

Monopoly, oligopoly, monopolistic competence and perfect competence to choose where to commercialize a product and its cost.

The benefits of the increase o decrease of GDP

The variables the intervene in the national accounting and the balance of payments.

Understand:

The reason and purpose of Economy
 The difference between macroeconomics and microeconomics supply and demand
 The functions of production.
 The interpretation of the poverty and unemployment variables in countries
 The consumption matrix- product.
Perform: activities to:
 Identify the markets using the laws of supply and demand
 Identify the components of the elasticities
 Establish the price of goods and services sold in the market
 Determine the national revenue
 Identify the markets in the perfect and imperfect competence
 Graph supply, demand, elasticity Change of the curve of demand by price and other factors in the market. Total revenue, marginal revenue, marginal cost, utility, curve of indifference.
 Find the inflation of a country in a determined period of time.
 Calculate the elasticity of the demand, the elasticity of the revenue of the demand; crossed elasticity; the price and quantity in balance; revenue, cost and marginal utility; marginal rate of substitution; revenue effect for changes in the price; Production that maximizes the utility.

Thematic content:	Hours
1. Introduction to the economics course.	12
1.1. Course set up.	
1.2. Introduction to economics.	
1.3. How to read charts.	
1.4. Economic models and theories.	
1.5. Concepts and basic techniques.	
1.6. Supply, demand and the market.	
1.7. Cases and application exercises	
2. Supply, demand and the market of products.	12

<p>2.1. Elasticities and market adjustments. 2.2. The behavior of consumers and the market demand 2.3. Organization and behavior of companies. 2.4. Production and costs. 2.5. The offer in a competitive industry. 2.7. Cases and application exercises</p>	
<p>3. The imperfection of the market and the intervention of the state. 3.1. The imperfect competence: the monopoly. 3.2. The oligopoly and the monopolist competence. 3.3. Regulation of the economic activity. 3.4. The state and the problem of monopoly 3.5. Cases and application exercises.</p>	14
<p>4. The added demand and its determiners. 4.1. Introduction to macroeconomics and the model of added supply and demand. 4.2. Basic macroeconomic indicators. 4.3. The determining of the national revenue. 4.4. The central bank and the monetary system. 4.5. The budget, fiscal policy and added demand. 4.6. Money and economy 4.6. Cases and application exercises</p>	13
<p>5. Added supply and economic growth. 5.1. The added supply and level of prices 5.2. The adjustments of supply and demand movements: the economic cycle. 5.3. Unemployment. 5.4. The inflation problem 5.5. Money, deficit and inflation 5.6. Economic growth 5.7. Cases and application exercises</p>	13

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
2. Case methods to apply and assess the scope and limitations of the course content.

3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
6. Learning based on application projects in groups in order for students to apply their knowledge in these projects

Students' performance throughout the course will be base don the following criteria:

- (1) The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
- (2) The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
- (3) The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text	Economics	P. A. Samuelson, W. D. Nordhaus	McGraw Hill	2002
2	Reference	Microeconomics	Michael Parkin	Pearson	2002
3	Reference	Macroeconomics with application to México	P. A. Samuelson, W. D. Nordhaus L. Dieck,J. Salazar	McGraw Hill	2001
4	Reference	Macroeconomics	Michael Parkin	Pearson	2002



Course program

Course name: Thinking skills	Course ID: CS401
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Placement in curricular map: Second Semester

Course Characteristics:

The nature of this course is experienced-based and theoretical and attempts to empower the students' cognitive abilities through specific strategies that foster the development of critical and creative thinking in problem solving, so they experience direct repercussions in the performance of the different courses in their curriculum as well as in their daily life. This is a course that because of its thematic and formative contents is located in the first semester of all majors.

General Learning Objectives:

At the end of this course the student is expected to:

Know and understand:

The concepts of intelligence, creativity, innovation, the basic functioning of the brain, divergent thinking, convergent thinking and emotional intelligence, as well as the thinking formal operations

Know:

How to elaborate self-diagnosis on each of the types of intelligence according to Gardner.

Elaborate a personal program to develop the components of emotional intelligence as mentioned by Goleman.

Elaborate and present an innovation project in groups.

Apply the creative process to problem solving.

Develop their ability to work in groups in a responsible and organized way.

Thematic content:	Hours
1. Thinking and brain. 1.1. Introduction and course set up. 1.2. Historical antecedents of intelligence. 1.3. Definitions of intelligence. 1.4. Neurophysiology.	10
2. Types of intelligence. 2.1. Brain hemispheres. 2.2. Convergent thinking. 2.3. Divergent thinking. 2.4. Emotional intelligence.	10
3. Emotional intelligence. 3.1. Factors according to Goleman: 3.1.1. Self-consciousness. 3.1.2. Self-control. 3.1.3. Motivation. 3.1.4. Empathy. 3.2. Relationship management.	14
4. Convergent thinking. 4.1. Instruments enrichment program. 4.2. Organization (algorithmic thinking). 4.3. Classifications. 4.4. Numerical progressions and syllogisms	14
5. Divergent thinking. 5.1. What is creativity? 5.2. Where is my creativity? 5.3. Everyday creativity. 5.4. Advantages of being creative. 5.5. Myths of creativity. 5.6. Stages of the creative process 5.7. Criteria for the assessment of creativity. 5.8. Perception. 5.9. Recovery of the creative power.	16

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
2. Case methods to apply and assess the scope and limitations of the course content.
3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
6. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Students' performance throughout the course will be base don the following criteria:

- (1) The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
- (2) The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
- (3) The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve	35%

	biographical or internet research	
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text	Intelligence Reframed: Multiple Intelligences for the 21st Century	Howard Gardner	Basic Books	2000
2	Reference	Six Thinking Hats	Edward De Bono	Ediciones Garnica	1999
3	Reference	Emotional Intelligence	Daniel Goleman P.	Bantam Books	1997



Course program

Course name: Culture I	Course ID: CS403
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Placement in curricular map: Second semester.

Course characteristics:

This course is orchestrated with the 2004 majors with the objective of presenting to students an integral vision of the history of art, the history of thinking and the history of culture so they can develop sensitivity towards artistic expressions.

This course is not designed to make students acquire or develop an artistic skill but to make them know and understand how art works, its impact on culture and society in general.

If this understanding of art is achieved, a sense of appreciation of art, thinking and

culture in its diverse expressions can be developed helping professionals to acquire an integral formation and a more diverse and complete thinking structure.

General Learning Objectives:

At the end of this course the student is expected to::

Know:

The state of the art of culture (in a conceptual level)

The importance of culture in society.

The diverse stages of art development and its impact on society.

The diverse stages of thinking and ideas development.

Identify:

Culture as an inherent part in all social processes.

Art as an everyday expression of human life

Art as a cultural expression and communication act.

The context of knowledge generation and transmission.

Criteria for the appreciation of art beyond beauty, expression and balance.

Develop:

Ability of analysis of different cultural and artistic expressions in contemporary society.

Conceptual framework of knowledge development.

Sensitivity and appreciation of artistic expressions that motivate them to continue enjoying those modalities that interest them.

Conceptual framework of art and its expressions.

Their ability to communicate orally and through writing

Thematic content:	Hours
1. Theory of culture 1.1. Introduction and course set up 1.2. Towards a concept of culture 1.3. Culture and communication 1.4. Virtual culture and dynamic culture 1.5. Cultural rights in globalization	12
2. History of thinking 2.1. The awakening of men 2.2. From ancient times to the Middle Ages 2.3. From 1492 to XX Century 2.4. Postmodernism and the information era	10
3. History of Art 3.1. Classic and traditional 3.2 Ancient art	10

3.3. The Renaissance 3.4 Modern and Contemporary art.	
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Learning Activities: The learning experiences in this course will be individual and in groups; some of them will be directed by the instructor and others will be of an independent nature to be carried out by the students outside the classroom. The ones to be carried out by the students will be in the generic form of:

1. Collaborative work inside the classroom to analyze and debate about the contents under the instructor's supervision.
2. Method of cases to apply and evaluate the range and limitations of the course contents.
3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn to formulate problems and apply the contents of the course in the generation of solutions, individually as well the result of group work beginning with a brainstorm.
5. Presentation of contents by the instructor, avoiding by all means teaching the complete course with this approach.
6. Learning based on application projects on groups so the students apply their knowledge in projects of their own interest.
7. Visits to museums, galleries, exhibits and artistic representations

Students' performance throughout the course will be base don the following criteria:

- (1) The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
- (2) The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
- (3) The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text	History of art: Slipcased	Anthony H. W. Y Janson Janson	Harry N Abrams	2001
2	Reference	Hybrid Cultures	Néstor García Canclini	Paidos	2000
3	Reference	Life and Death of Ideas: Brief History of Western Thinking	José María Valverde	Ariel	2003



Course name: Financial Analysis	Course ID FZ400
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Placement in curricular map: Third Semester

Course characteristics:
To develop an understanding of the financial statements of the company to facilitate decision taking. Basic financial statements. Tools and areas of the financial analysis. Profitability. Liquidity. Gearing. Activity. Re-expressed financial statements.

General Learning Objectives:
At the end of this course the student is expected to:
Know and apply quantitative methods such as integral percentages, tendencies and simple reasons to analyze liquidity, profitability, work capital and operation risks of the financial structure.
Design a condensed and explicit report of results of an exam of financial statements.
Construct financial statements on the basis of generally accepted accounting principles, with valuation and presentation rules and their interpretation.
Develop the elaboration of a statement of changes of the base financial situation cash flow with money application and origin to evaluate the administration of cash.
Elaborate a un certificate or inform to omit opinion of the financial statements.

Thematic content:	Hour
Unit 1 Accounting theoretical basis of the financial information	8
<ol style="list-style-type: none"> 1. Generally Accepted Accounting Principles 2. The assessment rules 3. Presentation rules 	
Unit 2 Foundations of the Financial Statements	10
<ol style="list-style-type: none"> 1. Concept of Financial Statements 2. Objective of Financial Statements 3. Classification and definition of the principal Financial Statements 4. Brief study of Financial Situation Statement. 5. Brief study of Income Statement 6. Brief study of Production and Sales Statement 	

<p>Unit 3 Foundation and Methodology of Financial Analysis</p> <ol style="list-style-type: none"> 1. Concept of Financial Analysis 2. Objectives of Financial Analysis 3. Limitations of the Financial Analysis 4. Measurements previous to the Financial Analysis 	8
<p>Unit 4 Methods of Analysis</p> <ol style="list-style-type: none"> 1. Method of Tendencies <ol style="list-style-type: none"> a. Concept of method of tendencies b. Objectives of the analysis and interpretation c. Mechanics to determine the changes of increase and decrease d. Computer graphic elaboration to interpret changes e. Interpretation of increases and decreases detecting the most relevant changes and suggest recommendations f. Limitations of the method to emit an opinion. g. Cases and Application exercises 2. Method of integral percents <ol style="list-style-type: none"> a. Concept of integral percents or common size. b. Objectives of analysis and interpretation c. Mechanics to determine the integration of the entries in each classification of the financial statements d. Graphic elaboration of the composition of the financial statements inside the analysis process and objective interpretation e. Interpretation of the integral percentages detecting the most important entries of the Financial Statement. f. Cases an Application exercises 3. Method of simple reasons <ol style="list-style-type: none"> a. Concept of Simple Reasons and Standard Reasons b. Liquidity Reasons to evaluate solvency c. Gearing Reasons to evaluate the degree of use of the extraneous resources in relation with the own resources and their corresponding risks. d. Activity reasons to evaluate the administration of accounts receivable an inventories e. Lucrativeness reasons to analyze the utility margin, the productivity of assets, and the performance of the company and the shareholders. f. Du-Pont Method as a formula to evaluate the performance of the company g. Interpretation of the simple reasons: liquidity, activity, gearing, performance, analysis of percentages and tendencies. h. Cases and Application exercises. Use of computer model. 	22
<p>Unit 5 The Inform</p> <ol style="list-style-type: none"> 1. Concept of the inform 	

<ol style="list-style-type: none"> 2. Content of the inform 3. Attributes of an inform presented to the administration or management of the company 4. Elaboration and presentation of the inform 	8
Unit 6 Statement of Changes of the Financial Situation [ECSF]	
<ol style="list-style-type: none"> 1. Concept of the Statement of changes of the Financial Situation 2. Objectives of the ECSF 3. Elements that form the ECSF 4. Basis for the elaboration of the ECSF 5. Application cases 	8
<ol style="list-style-type: none"> 1. Inflation effect in the ECSF 	

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

1. Collaborative work inside the classroom to analyze and debate about the contents under the instructor's supervision.
2. Method of cases to apply and evaluate the range and limitations of the course contents.
3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn to formulate problems and apply the contents of the course in the generation of solutions, individually as well the result of group work beginning with a brainstorm.
5. Presentation of contents by the instructor, avoiding by all means teaching the complete course with this approach.
6. Learning based on application projects on groups so the students apply their knowledge in projects of their own interest

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is

proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text 1	Analysis and Interpretation of Financial Statements	A. Perdomo Moreno	Thomson	2000
2	Text 2	Analysis and Interpretation of the Re-expressed Financial Information	Alberto García Mendoza	Continental	2001



3	Text 3	Accounting Principles	Javier Romero	McGraw Hill	2002
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Course Program

Course name: Statistics	Course ID MA409
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Placement in curricular map: Third Semester

Course Characteristics:
 Statistics provide the necessary tools to collect and analyze relevant information that is required in all process of decision taking. With the support of computer systems, Statistics is no longer a field for specialists or high-budgeted companies. This course covers a theoretical and practical formation and fosters the skills to organize and summarize data, as well as to teach students how to take decisions when there is a great amount of data, examining only a small part of it. It familiarizes students the concept of variability.
 To recognize statistics as a science in which the development and application of collection methods and techniques, the analysis and interpretation of quantitative data of a social research are conducted in a way that the reliability of the conclusions based on such data must be evaluated objectively by means of probabilistic laws.

General Learning Objectives:
 At the end of this course the student is expected to:
Know and apply the basic analysis tool for the continuous improvement of quality, the models of distribution of probability more common in real life problems and the SPSS tool, Excel and scientific calculator to process and analyze the information obtained through research.
Design random sampling for statistics inference. They will calculate the size of the sample to carry out statistic estimates about the media and population proportion, they will estimate the media and population, punctual and intervalarmante proportion. They will prove the media statistic hypothesis and population proportion for big samples, as well as correlations of attributes in X2 distribution.
Construct graphics, calculations and interpretation of measures of central tendency and dispersion.
Develop solutions to probabilistic problems applying rules and concepts of the probability theory and combinatorial analysis. Calculations and interpretations of measurements of central tendency and dispersion. They will develop solutions to correlations between two variables to determine the correlation type and they will determine the regression equation to carry out predictions.

Thematic content: Unit 1 Statistics and Descriptive Statistics 1. Definition of Statistics. Importance	Hours 14
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<ul style="list-style-type: none"> 2. Divisions of statistics 3. Types of variables and measurement levels 4. Data collection. 5. Graphic tools in statistics 6. Construction of a distribution of frequency 7. Histograms. Interpretation. 8. Polygons of frequency. 9. Other graphic presentations 10. Measurements of Central Tendency. Interpretation 11. Measurements of Dispersion. Interpretation 12. The Normal: the most important distribution of probability. 	12
<p>Unit 2 Probability</p> <ul style="list-style-type: none"> 1. Concepts and Approaches of Probability 2. Properties and rules of the Theory of Probability 3. Conditional Probability and Independence 4. Bayesian probability 5. Combinatory analysis 	16
<p>Unit 3 Sampling and Sampling Distribution. Hypothesis Testing</p> <ul style="list-style-type: none"> 1. Sampling distribution <ul style="list-style-type: none"> a. Sampling distribution of the media b. Expected value and variance c. Discreet uniform distribution d. Binomial Distribution. Applications e. Poisson distribution. Applications. f. X^2 distribution. Applications 2. Sampling <ul style="list-style-type: none"> a. Sampling distribution of the media b. Standard error of the media c. Theorem of the Central Limit d. Estimation of the Population media e. Interval of trust for the media and the proportion f. Determination of the sample size. 3. Hypothesis Testing <ul style="list-style-type: none"> a. Concept of Hypothesis b. Hypothesis testing in five steps c. Hypothesis testing for the media and proportion d. Parametric and Non-parametric hypothesis testing. 	8
<p>Unit 4 Analysis of Linear and Simple Correlation</p> <ul style="list-style-type: none"> 1. Conceptualization of the linear and simple correlation analysis 2. The Diagram of Dispersion 3. Determination and correlation coefficient 4. The equation of regression and the predictions 	14
<p>Unit 5 The SPSS</p> <ul style="list-style-type: none"> 1. Questionnaire design 2. Codification of variables in the SPSS 3. Information Processing 	14

4. Data analysis and interpretation

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

7. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
8. Case methods to apply and assess the scope and limitations of the course content.
9. Cooperative work outside the classroom to analyze cases and problem solving.
10. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
11. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
12. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product	Application, documental or field research project	20%

Request	and individual or group report of the project.	
	TOTAL	100%

Bibliografía

	Type	Title	Author	Publisher	Year
1	Text	Statistics for Administration	M. Berenson, D, Levine, T. Krehbiel	Prentice Hall	2001
2	Reference	Statistics for Administration and Economy	Douglas A. Lind, Robert D. Mason, William G. Marchal	Alfa y Omega	2004
3	Reference	Statistics	Mario Triola	Pearson	2004
4	Reference	Statistics Applied to Administration and Economy	David K. Hildelbrand, R. Lyman Ott	Pearson	1998



Course Program

Course Name: Human Resources Administration	Course ID: RI400
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Location in the curricular map: Third Semester

Course Characteristics:
 To present and discuss the place that human resources administration occupies in the general structure of the administration, as well as the internal organization of the functions and subfunctions of a human resources department, developing the awareness that a human resources administrator is the one who is in charge of people independently from his area in the organization. For this reason it is necessary that they are familiar with the elements of a personnel administration system and industrial relations. This course covers human resources strategic planning. Candidates recruiting and selection. Training. Assessment of personnel performance. Systems of compensation to employees. Industrial security and hygiene. Auditing and control of human resources.

General Learning Objectives:
 At the end of this course, the student will be expected to:
Know and apply the analysis of positions to generate their descriptions and requirements, position and performance assessments.
Design a process manual of personnel integration
Construct Human Resources Planning and Development of Bachelor Degrees models.
Develop solutions to specific problems regarding the planning process and human resources administration

Thematic content:	Hours
Unit 1 Human Resources Administration	8
1. Concepts. Terminology 2. Antecedents 3. Analysis of position: Description and Requirements.	
Unit 2 Human Resources Planning	14
1. Mega-tendencies 2. Strategic Planning 3. Concept of Human Resources Planning 4. Events of the Human Resources Planning 5. Human Resources Models	

6. Applications	
Unit 3 The Process of Personnel Integration	
1. Recruiting of Personnel	18
2. Selection of Personnel	
3. Induction of Personnel	
4. Training of Personnel	
5. Assessment of Training	
Unit 4 Administration of compensations	
1. Assessment of Positions	14
2. Assessment of performance	
3. Grading of Merits	
4. Administration of Incentives	
5. Administration of Salaries	
6. Benefits for the personnel	
Unit 5, Career Planning	10
1. Concept.	
2. Strategy	
1. Application	

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
2. Case methods to apply and assess the scope and limitations of the course content.
3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
6. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text 1	Personnel Administration and Human Resources	William Werther Jr. Keith Davis	Thomsom	2001
2	Text 2	Personnel Administration	Gary Dessler	Prentice Hall	2001
3	Reference	Culture in Latin Organizations	Anabella Dávila, Nora H. Martínez	Siglo XXI	1999



Course Name: Compared Cultures	Course ID: CS405
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Placement in curricular map: Third Semester

Course Characteristics:
This subject intends to incorporate the cultural baggage of students to a vision of some societies with which Mexico is making new contact in the process of economic globalization.

General learning objectives:
At the end of this course, the student will be expected to:
Know and apply an assessment model from a socio-cultural point of view, for the development of cultures in Mexico, North America, Latin America, Europe, Asia, and Africa, with the objective of participating more favorably in the new international concert.
Design a system to know and value the Cosmo-vision of the United States, Canada, Japan, India, China, and Korea.
Build a system to know and value the Cosmo-vision of Latin America and Mexico
Develop an outline to discuss and analyze aspects of the culture of countries according to the thematic content.

Thematic Content:	Hours
Unit 1 Inter-cultural culture, civilization and communication. <ol style="list-style-type: none"> 1. Ethno-centricism and cultural relativism 2. Trans-culturalization 3. Counterculture 4. Culture and Socialization 5. Nationalisms 6. Intercultural communication 7. Cultural identity 8. Diversity of cultural patterns. 9. High and low context cultures. 	12
Unit 2 United States and Canada <ol style="list-style-type: none"> 1. Historical evolution of the U.S. and Canada and the formation of cultural patterns. 2. Religion, education, languages. 3. Main intellectual tendencies of the last decades. 4. Relation with minorities 5. Art, culture, and films 	12

6. Mexico – U.S. – Canada border: cultural influence. 7. Chicano culture influence	
Unit 3 Mexico and Latin America 1. Indigenous heritage culture 2. Colonial period and cross-breeding environment in Latin America. 3. Construction of a national identity 4. Central America space and its transformations. 5. Dominating cultural patterns 6. Art, culture, and films	12
Unit 4 Europe 1. Europe: Cradle of western civilization 2. Europe as a multi-ethnic and multi-cultural space. 3. Colonizing European empires and cultural Exchange. 4. The new European order and cultural preservation.	12
Unit 5 Africa and Oriental cultures 1. Oriental religions and their influence on Asian cultural patterns. 2. Cultural and social aspects of China, Japan, India and Korea. 3. Art, literature and films 4. European colonization period in Africa and India and its impact. 5. Auto-determination and democratic transition. 6. Multi-cultural African structure: Religiousness and popular culture.	16

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way::

7. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
8. Case methods to apply and assess the scope and limitations of the course content.
9. Cooperative work outside the classroom to analyze cases and problem solving.
10. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
11. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
12. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Reference	Culture Interpretation	C. Geertz	Gedisa	1997
2	Reference	Intercultural Communications	Gaye Perry	Coursewise Publishing	1999
3	Reference	Understanding Cultural Differences	E. Hall, M. Hall	Intercultural Press	1990
4	Reference	Intercultural Communication	Hielen McEntee	McGraw Hill	1998
5	Reference	History of the United States	Alan Brinkley	McGraw Hill	2003
6	Reference	Anthropology. An Exploration of Human Diversity with Hispanic Culture Topics.	C. Kottak	McGraw Hill	1997



Course Program

Course Name: Man and Environment	Course ID HU400
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Placement in curricular map: Third Semester

Course characteristics:
Course reflects of how human beings relate to their natural environment and analyze the modifications that it suffers as a result of the different activities developed by man. It is expected that participants are allowed to search and develop the regulatory mechanisms to these changes; that they perceive the planet's self-regulation ability, and that consider themselves as capable to modify the environment in different guidance; the fundamental values to promote are the observation, tolerance, dialog, and respect for those who are different to us.

General Learning Objectives:
At the end of this course the student is expected to:
Know the impact that man courses on the environment when he follows the prevailing development model and **apply** an environmental education proposal that allows him to improve the relationship man-society-nature in a determined space.
Design alternative development models to valuate and achieve an appropriate sustainability in the social occupation of natural spaces
Construct a commitment formula that reflects his personal and professional responsibility in the transformation of the environment
Develop a serious and profound critique of the context, that could freely establish the priorities as an individual an as part of a society always considering the common good to be a person capable of getting closer to his society and environment.

Thematic content:	Hours
<p>Unit 1 Approximation to regional environment</p> <p>1 Natural landscape</p> <ul style="list-style-type: none"> ▪ Ecosystems of the region ▪ Value of the regional ecosystems <p>2 Landscape transformation</p> <ul style="list-style-type: none"> ▪ The first decades of the city ▪ Expansion and development ▪ Current situation <p>3 Environmental crisis</p> <ul style="list-style-type: none"> ▪ Population growth ▪ Economical diversity and environment ▪ Environmental impact <p>4 Some solutions to the environmental crisis</p> <ul style="list-style-type: none"> ▪ Protected Natural Areas (ANP) 	20
<p>Unit 2 Modernity critical environmental areas</p> <p>1 Historical appropriation of the natural space.</p> <ul style="list-style-type: none"> ▪ Upper Paleolithic ▪ Neolithic and the beginning of the environmental crisis ▪ Chief Seattle's speech ▪ Entrance to modernity <p>2 Environmental crisis of modernity</p> <ul style="list-style-type: none"> ▪ Human population ▪ Human consumption ▪ Biodiversity loss ▪ Climatic manifestations <p>3 Habitability</p> <ul style="list-style-type: none"> ▪ Characteristics ▪ Cases of habitable cities 	28
<p>Unit 3 Environmental education for a sustainable development</p> <p>1 Environmental education</p> <ul style="list-style-type: none"> ▪ International meetings ▪ Characteristics of environmental education ▪ Environmental projects <p>2 Sustainable development</p> <ul style="list-style-type: none"> ▪ Approaches on sustainability: economic, ecologic and social-politic ▪ The role of government ▪ The case of a sustainable culture: The Mayans <p>3 Environmental values</p>	16

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following

way:

7. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
8. Case methods to apply and assess the scope and limitations of the course content.
9. Cooperative work outside the classroom to analyze cases and problem solving.
10. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
11. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
12. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%

Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text 1	Environmental Sciences. Ecology and Sustainable Development	Bernard Nebel, Richard Wright	Pearson Prentice Hall	1999
2	Text 2	Environmental Science and Sustainable Development	Ernesto Enkerlin	Thomson	1997
3	Text 3	Environmental Science. Let's Preserve the Earth	G. Tyler Miller	Thomson	2002
4	Reference	Ecology and Environment	G. Tyler Miller	Iberoamericana	1994



Course Program

Course Name: Culture II	Course ID: CS404
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Location in the curricular map: Third semester

Course characteristics:

This course is orchestrated with all the majors with the objective of presenting to students an integral vision of the fine arts.

This course is not designed to make students acquire or develop an artistic skill but to make them know and understand how the different artistic disciplines work.

If this understanding of art is achieved, a sense of appreciation of art, thinking and culture in its diverse expressions can be developed helping professionals to acquire an integral formation and a more diverse and complete thinking structure.

General learning objectives:

Upon completing this course students are expected to:

Know:

- * The four great aspects of art.
- * The social context and artistic disciplines and identify:
 - * The different artistic disciplines
 - * The diverse genres of the artistic disciplines
 - * The main aesthetic proposals
 - * The semantic, formal and cultural level of a work of art and/or an artistic manifestation.

Develop:

- * Appreciation for the artistic aspects and expression of their interest.
- * Opinions and points of view about artistic expressions beyond liking and aesthetic appreciation.
- * Their body language.
- * Their oral and written communication..

Thematic content:	Hours
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1. Scenic arts. 1.1. Introduction and course set up. 1.2. Theater. 1.3. Dance. 1.4. Opera.	8
2. Visual arts. 2.1. Photography. 2.2. Cinema. 2.3. Painting. 2.4. Sculpture.	8
3. Literature. 3.1. Literature, literary critique and creation. 3.2. Literary genres. 3.3. Literature selected topics.	8
4. Music. 4.1. Music and its language. 4.2. Elements of a musical work: Melody, harmony, rhythm, structure And lyric. 4.3. Musical genres, their expressions and evolution	8

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

1. Collaborative work inside the classroom to analyze and debate about the contents under the instructor's supervision.
2. Method of cases to apply and evaluate the range and limitations of the course contents.
3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn to formulate problems and apply the contents of the course in the generation of solutions, individually as well the result of group work beginning with a brainstorm.
5. Presentation of contents by the instructor, avoiding by all means teaching the complete course with this approach.
6. Learning based on application projects on groups so the students apply their knowledge in projects of their own interest.
7. Visits to museums, galleries, exhibits and artistic representations

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

- (1) The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
- (2) The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
- (3) The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text	History of art: Slipcased.	Anthony H. W. y Janson Janson	Harry N Abrams	2001
2	Reference	Understanding music.	Jeremy Judkin	Prentice-Hall	2001
3	Reference	Bedford Introduction to Literature: Reading, Thinking, Writing.	Michael Meyer	Bedford/St. Martin's	2001



Course Program

Course name: Costs	Course ID CO400
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Location in the curricular map: Fourth Semester

Course characteristics:
To understand and apply the technical and analytical concepts and accumulation methods of cost that allow to generate information to determine the unitary and total cost of goods and/or services that permit to detect opportunity areas in cost reduction. To know the main characteristics and the information flow statements and reports of a finance system by order and processes elaborating the cost of production and sale. To know the cost assignation process for coproducts and subproducts. To know the basic concepts and procedures of the accounting of standard costs as well as the analysis of the variations on the three elements of cost, explaining their causes and responsibilities. To analyze the different alternatives for the allocation of manufacturing expenses including the cost for activities

General learning objectives:
At the end of this course the student is expected to:
Know and apply the main accounts of costs accounting, the elements that form the production cost, the systems of costs and their classification
Elaborate the proper operations of the production department using accounts of costs accounting to apply in costs for processes and production orders.
Construct a system of cost corresponding to the production of a determined type of company or industry.
Develop application of the subject to determine the unitary cost, the total production cost, sale price, planning, budget and decision taking where the elements of cost intervene.
Design alternatives to the assignation of manufacturing expenses including cost of activities.

Thematic content:	Hours
Unit 1 Generalities and elements of cost <ol style="list-style-type: none"> 1. Definitions, origins, purpose of the cost accounting 2. Direct and indirect raw material 3. Direct and indirect labor 4. Indirect manufacturing charges 	12

<p>Unit 2 The accounts and costs operation register</p> <ol style="list-style-type: none"> 1. Concept, nature of the accounts 2. Concepts for what is charged and what is paid 3. Balance and its meaning 4. Accounting entry, major scheme 5. Determination of the production and sale total cost. 	12
<p>Unit 3 Financial Statements in Costs Accounting</p> <ol style="list-style-type: none"> 1. Definition 2. Statement of the Production and Sale Cost 3. Loss and Earning Statement 4. General Balance 5. Annexes and relations 	12
<p>Unit 4 Systems of costs, classification. Costs for process and for orders</p> <ol style="list-style-type: none"> 1. Definitions. 2. Classification depending on the registration moment 3. Classification depending on their continuity 4. Definition of costs for process and cost for orders 5. Type of production in which they are used and the register of operations. 	14
<p>Unit 5 Cost, Variable, Absorption and Costing for Activities.</p> <ol style="list-style-type: none"> 1. Definitions of variable and absorbing costing 2. Types of operations in which they are used and register of operations 3. Costing Operativeness for Activities. Applications <ol style="list-style-type: none"> a. ABC concept b. Mechanisms and Procedures using ABC c. Result comparison between ABC and Traditional Costing. 1. Quality cost and rework 	14

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

7. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
8. Case methods to apply and assess the scope and limitations of the course content.
9. Cooperative work outside the classroom to analyze cases and problem solving.

10. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
11. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
12. Learning based on application projects in groups in order for students to apply their knowledge in these projects..

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text 1	Costs Accounting	Francisco Javier Calleja Bernal	Prentice Hall	2001
2	Text 2	Costs Accounting	Ortega A, Pérez de León	IMCP	1999
3	Reference	Costs for Administrators and Managers	Cristóbal del Río	Thomson	2003



Course Program

Course Name: Managerial Information Systems	Course ID: CC415
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Placement in curricular map: Fourth semester

Course Characteristics:
This is a course to strengthen computer culture and about knowledge of information systems as a way to obtain and organize information that helps in decision making.

General Learning objectives:
At the end of this course the student is expected to:

- **Know and apply** the components of a computer system, storage means and commercial computer packages and the information super highway.
- **Design** presentations and algorithmic planning to solve a problem.
- **Build** with the acquired tools documents with Word processors, graphic presentations, and drawing using electronic sheets, report generation using data bases.

Thematic Content:	Hours
1. Computer and background 1.1. History, evolution, generations and tendencies. 1.2. Hardware. Components, CPU, peripheral devices. 1.3. Hardware. Types of computers, computer nets. 1.4. Software: operating system, files, data base, applications. 1.5. Software: Computer virus, Rights 1.6. Application cases	12
2. The Information Super Highway 2.1. Physical structure 2.2. E-mail 2.3. Search Engines 2.4. News groups, Chats 2.5. Application Cases	16

<p>3. Information Systems</p> <p>3.1. Theory of information. 3.2. Information Characteristics. 3.3. Information systems 3.4. Information system elements 3.5. Life cycle of an information system 3.6. S I: Flow of information. Based on computers. For decision making. Administrative. 3.7. Application cases.</p>	14
<p>4. Software</p> <p>4.1. Excel and applications. 4.2. Word and applications. 4.3. Power Point and applications. 4.4. Access and applications. 4.5. Front page and applications. 4.6. Flash and applications.</p>	22

<p>Learning Activities:</p> <p>The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:</p> <ol style="list-style-type: none"> 7. Collaborative work in the classroom to analyze and debate over course content under instructor supervision. 8. Case methods to apply and assess the scope and limitations of the course content. 9. Cooperative work outside the classroom to analyze cases and problem solving. 10. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming. 11. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course 12. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text	Computing Essentials	Timothy J. O'Leary Linda I. O'Leary	McGraw Hill	1998
2	Reference	Computers and Information Today	George Beekman	Addison Wesley Longman	1998
3	Reference	Informática, presente y futuro	Donald H. Sander	McGraw Hill	1999



Course Program

Course Name: Marketing Administration	Course ID MK400
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Placement in curricular map: Fourth Semester

Course characteristics:
 To introduce students to the marketing field understanding its environment. The systems of market information and research. Market segmentation and demography. The behavior of consumer purchase and the business market. To study the products planning and development. The strategies of products mixture. Trademarks, presentation and other characteristics of the product. The determination of prices. Strategies and policies to set prices. The administration of distribution channels. Wholesale. Retail. The administration of physical distribution. The promotional program. The administration of personal selling. Managing concepts in the area of administration of publicity. Service and international marketing.

General learning objectives:
 At the end of this course the student is expected to:
Know and apply the important concept of marketing in the context of organizations.
Design strategies of products, publicity, prices and marketplace.
Construct marketing applications to sales, publicity, distribution channels, new products, trademarks, sales promotion, concept development, market segmentation, industrial market, consumption market, social and service problems.
Develop a mixture of marketing for a company and its products based on the analysis of the marketing situation portrayed in a Marketing Plan.

Thematic Content:	Hours
Unit 1: The Essence of Marketing Managing	11
1. Marketing these days 2. Creation of value to satisfy and retain customers 3. Strategic planning directed to market	
Unit 2: Consumer satisfaction, value and retention	18
1. Measurement of the market demand, market research 2. Analysis of the surroundings of marketing 3. Consumption market and consumer behavior	

<ul style="list-style-type: none"> 4. Business market and purchase behavior 5. Competitive strategies 6. Market segmentation and target markets 	
Unit 3: Marketing strategy <ul style="list-style-type: none"> 1. Positioning during the life cycle 2. Research and product development 3. Global Marketing 	9
Unit 4: Marketing decision taking <ul style="list-style-type: none"> 1. Product lines and Brands 2. Marketing of Services 3. Price Decisions 	10
Unit 5: Marketing administration. <ul style="list-style-type: none"> 1. Administration of the distribution channels 2. Administration of retail and wholesale and logistics. 3. Administration of Publicity, sales promotion and public relationships 1. Direct and Online Marketing Administration. 	16

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
2. Case methods to apply and assess the scope and limitations of the course content.
3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
6. Learning based on application projects in groups in order for students to apply their knowledge in these projects

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text01	Marketing	Charles W. Lamb, Joseph F. Hair, Carl McDaniel	Thomson	2002
2	Text02	Marketing Direction	Philip Kotler	Prentice Hall	2000
3	Text03	Marketing Management	Michael R. Czinkota, Masaaki Kotabe	Thomson	2001



Course Program

Course name: Labor Law and Social Security	Course ID DE401
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Location in the curricular map: Third Semester

Course characteristics:
Principles that rule the field of labor law, its constitutional foundations, the legal structure of individual work relationships, working conditions, the obligations of workers and employers, women at work and child labor, the legal structure of especial jobs, as well as the regimes of Social Security, INFONAVIT, retirement plans, as well as to take the correct decisions that affect the workers and the company concerning legal obligations.

General learning objectives:
At the end of this course, the student will be expected to:
Know the content labor rights related to the federal work law and the social security law and apply this knowledge in cases and situations created in the classroom to assess the understanding of the topic.
Design a comprehensive operation model of the individual work relationships, working conditions, the obligations of workers and employers.
Construct a scheme to calculate compensations of workers dismissal, to estimate IMSS contribution fees of employers and workers.
Develop an elemental procedure to detect the implicit and explicit benefits of the social security laws for the different applicable regimes for workers and a scheme to analyze the central aspects of the 123rd Constitutional Article.

Thematic content:	Hours
Unit1 Labor Law and the 123rd Constitutional Article	8 hours
1. Concept of Labor Law	
2. Location of Labor Law inside the branches of law	
3. General Principles of Labor Law	
4. Analysis of the 123 rd constitutional article: a social guarantee	
a. Section A of the 123 rd constitutional article	
b. Section B of the 123 rd constitutional article	12
Unit 2 Individual Work Relationships	
1. Elements of the Individual Work Relationship	

<ul style="list-style-type: none"> 2. Formation requirements and validity of the Work Relationship 3. Duration of the Work Relationship 4. Suspension of the Work Relationship 5. Rescission of the Work Relationship 6. Termination of the Work Relationship 7. Prescription of the Work Actions 	10
Unit 3 Work Conditions	
<ul style="list-style-type: none"> 1. Workday 2. Free days 3. Vacations 4. Salaries 5. Productivity Bonuses 6. Participation of Workers in Utilities (P.T.U.) 7. Social Prevision 	10
Unit 4 Rights and Obligations of the workers an employers	
<ul style="list-style-type: none"> 1. General Rights and Obligations 2. Housing Rights 3. Training Rights 4. Preference Rights: Seniority and Promotions 5. Retirement Plan Rights 	8
Unit 5 Women and Child Labor	
<ul style="list-style-type: none"> 1. Constitutional Foundation of the protection to children and women workers 2. Legal regulation of women work 3. Legal Regulation of Child Labor 	16
Unit 6 Social Security	
<ul style="list-style-type: none"> 1. Insurance regulation 2. Complete calculation of employer and worker fees 3. Base salary quote 4. Constitutive capitals 5. From Health and Maternity Insurance 6. From Life and Disability Insurance 7. Retirement Insurance, Severance pay in old age 8. Daycare insurance 9. Social benefits 10. Retirement Plan 11. INFONAVIT (housing) 	
<ul style="list-style-type: none"> 1. Local Taxes on the Payroll 	

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
2. Case methods to apply and assess the scope and limitations of the course content.
3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
6. Learning based on application projects in groups in order for students to apply their knowledge in these projects

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text 1	Labor Law Volume I	Néstor del Buen Lozano	Porrúa	1994
2	Text 2	Federal Labor Law	Juan Climent	Esfinge	1998
3	Text 3	New Social Security Law and its Regulations	Instituto Mexicano de Seguros Sociales	IMSS	2004
4	Text 4	New Federal Labor Law	Baltasar Cavazos Flores	Trillas	2003



Course Program

Course Name: Trans Cultural Behavior	Course ID RI402
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Placement in curricular map: Fourth Semester

Course Characteristics
Analysis of people's behavior in organizations, especially in their cultural surroundings. The study of cultural interactions and their impact on organizational decisions is emphasized. The way that people can contribute through knowledge to the resolution of problems related to cultural diversity is proven.

General Learning Objectives:
At the end of this course the student is expected to:
Know and apply the concept and elements of trans cultural behavior, its

assessment, the role of behavior, relation between individuals considering cultural differences and the way through which an adequate organizational environment is created.

Design the identification of different facets of behavior through which we can identify actions and attitudes of people in an organization.

Construct observation schemes about behavior in a contingency frame work using situational variables to moderate the cause and effect relations.

Develop values and attitudes such as tolerance to diversity of opinion and criticism, responsibility before agreed commitments, punctuality on agreed due dates, class assistance, commitment to continuous improvement, initiative, creativity, and solidarity to propose, lead, and finish projects.

Apply the means through which physical and mental well-being can be rescued in group work and the theories of behavior in the resolution of diverse situations in an organization.

Thematic content:	Hours
Unit 1 Conceptual fundamentals of Organizational Behavior. <ol style="list-style-type: none"> 1. Behavior concepts. 2. Science of Behavior 3. Directive work in the XXI century 4. How to understand and manage OB 	12
Unit 2 Diversity Management <ol style="list-style-type: none"> 1. Behavior in organizations 2. Individual differences 3. Group conduct 	12
Unit 3 Motivation and Behavior in organizations <ol style="list-style-type: none"> 1. Needs 2. Processes 3. Conduct modification 	12
Unit 4 Leadership <ol style="list-style-type: none"> 1. Group Work 2. Result measurement 	12
Unit 5 Entrepreneurial communication in a Global Environment and Entrepreneurial Communication. <ol style="list-style-type: none"> 1. Relation and conflict conduct 2. A problem employee 3. Discipline problems 4. Constructive discipline 5. Confrontation 6. Negotiation 7. Work technology 	16

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following

way:

1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
2. Case methods to apply and assess the scope and limitations of the course content.
3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
6. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%

Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Reference	Organizational Behavior	Stephen P. Robbins	Prentice Hall	1999
2	Reference	Management Organizational Behavior	Andrew J. Dubrin	Prentice Hall	2001
3	Reference	Culture in Latin Organizations	Anabella Dávila, Nora H. Martínez	Siglo XXI	1999
4	Reference	Management in Two Cultures	E. Kras	Intercultural Press	1989
5	Reference	Behavior of Organizations	Robert Kreitner	McGraw Hill Int.	2001



Course Name: Administrative Accounting	Course ID: CB402
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Placement in curricular map: Fifth Semester

Course Characteristics:
Develop in students and understanding of the use of different cost concepts for short-term decision making, mastering decisions in which they mainly need to use the cost-volume-profit model, as well as cost planning and managing, specifically costs that involve new manufacturing models and analyzing different scenarios that could affect the company's future profits.

. General Learning Objectives:
At the end of this course the student is expected to:

Know and apply: the scientific method in decision making using elements of short term, planning and managing of costs.

Discern the type of cost to be applied in the analysis of a situation to make the most adequate decision. .

Build: different possible scenarios that could affect the company's future profits such as Price setting and resource optimizing.

Develop a mastering of the cost-volume-profit model and a cost system in new manufacturing models.

Thematic Content:	Hours
<p>Unit 1. Introduction to Administrative Accounting.</p> <p>1.1 Administrative and Financial Accounting concepts. 1.2 Discrepancy 1.3 The role of Administrative Accounting. 1.4 The role of accounting information in competing companies. 1.5 Accountants' attitude toward Administrative Accounting.</p>	4
<p>Unit 2. Cost Behavior. Classification.</p> <p>2.1 Basic cost concepts. 2.2 Cost classification: direct, indirect, variable, fixed, semi-variable, submerged, opportunity, irrelevant, relevant, and extinct costs, among others. 2.3 Semi-variable segmentation methods. 2.4 Applications.</p>	12
<p>Unit 3. Cost Accounting Systems</p> <p>3.1 Fundaments of Direct and Absorbing Cost Accounting. 3.2 Determining of profit under Direct and Absorbing Cost Accounting. 3.3 Conciliation of profit under Direct and Absorbing Cost Accounting. 3.4 Advantages and disadvantages of direct Cost Accounting. 3.5 Direct Cost Accounting before tax laws (I.S.R.) 3.6 Direct Cost Accounting and Financial Information Norms. 3.7 Cost determining and assigning based on activity. 3.8 Exercises and Cases.</p>	12
<p>Unit 4 Cost Volume Profit Model Analysis.</p> <p>4.1 Accountable point of balance. 4.2 Point of balance estimation. 4.3 Model suppositions. 4.4 Profit planning and cost-volume-profit relation. 4.5 Strategy simulation about the base of variable changes in unit costs, price, fixed costs, volume. 4.6 Balance Point in several product lines. 4.7 Cost structure and the degree of the operational lever. 4.8 Exercises and Cases.</p>	12
<p>Unit 5 The role of administrative information in Short-Term decision making.</p> <p>5.1 Importance of information in Decision Making before Globalization and the economy. 5.2 Marginal Analysis 5.3 Opportunity costs. 5.4 Different short-term decision situations. 5.5 Exercises and Cases.</p>	12
<p>Unit 6 Costs in New Manufacturing Environments.</p>	

6.1 Competitiveness, new economy. 6.2 New manufacturing environments. 6.3 Planning and Cost Management. 6.4 ABC 6.5 Just in Time. 6.6 Exercises and Cases.	12
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Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

13. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
14. Case methods to apply and assess the scope and limitations of the course content.
15. Cooperative work outside the classroom to analyze cases and problem solving.
16. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
17. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
18. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

4. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
5. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
6. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%

Bibliography:

	Type	Title	Author	Publisher	Year
1	Text 1	Administrative Accounting	David Noel Ramírez Padilla	McGraw-Hill	2004
2	Text 3	Administrative Accounting	Carl Warren, James M. Reeve	Thomson	2005
3	Text 4	Introduction to management Accounting	Charles Horngreen, Gary Sudem, William Stratton	Prentice Hall. 12 ed	2006



Course Program

Course Name: International Marketing	Course ID: MK417
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Placement in curricular map: Fifth Semester

Course Characteristics:

Develop in students a solid understanding of marketing activities from a global perspective, reviewing the elements of this discipline from a planning base, a cultural analysis of its surroundings in relation to World geography and multi-markets as development opportunities.

General Learning Objectives:

At the end of this course the student is expected to:

Know and apply the different Systems used to initiate International operations, including the best way to make effective alliances in a global perspective and not only parting from a domestic or internal market.

Design a system for research that allows to determine supply and demand in International markets.

Build: for any given case, the (political, economic, cultural, social, legal) environment for an export plan considering the International strategy of price fixation, international publicity, logistics and distribution channels among countries, multinational sales Management and sales promotion abroad.

Elaborate an International marketing research plan.

Apply techniques that allow them to establish and manage a budget for international promotion.

Thematic Content:	Hours
<p>Unit 1. Dimensions of International Marketing.</p> <p>1.1 Reaches and challenges of International Marketing. 1.2 The dynamic environment of International commerce. 1.3 International commerce institutions and commercial politics. 1.4 The International Monetary System 1.5 International finance and accounting. 1.6 Cases and applications</p>	12
<p>Unit 2. International Marketing Environment</p> <p>2.1 The cultural International environment. 2.2 The economic International environment. 2.3 The political International environment. 2.4 The legal International environment. 2.5 Economic, cultural, religious, and political differences of diverse markets. 2.6 Cases and applications</p>	14
<p>Unit 3. Technical Aspects of International Commerce.</p> <p>3.1 International Commerce 3.2 Exports, licenses, and franchises. 3.3 International Monetary System 3.4 Regional market agreements. 3.5 Cases and applications</p>	16
<p>Unit 4 The International Marketing Program.</p> <p>4.1 Politics and planning of the product or service. 4.2 Global strategic planning. 4.3 The export plan. 4.4 International strategy of price fixation. 4.5 International Positioning 4.5.1 International distribution channels 4.5.2 Export logistics 4.5.3 Supply chain and logistics management 4.6 International promotion and publicity. 4.7 Multinational sales management. 4.8 Cases and applications</p>	22

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

13. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
14. Case methods to apply and assess the scope and limitations of the course content.
15. Cooperative work outside the classroom to analyze cases and problem solving.
16. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
17. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
18. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

4. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
5. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
6. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text 1	International Marketing	Philip R. Cateora	Irwin	2004
2	Text 2	International Marketing	Subash C.Jain	Thomson	2002
3	Reference	International Marketing	Michael R. Czinkota, Ilkka A. Ronkainen	Thomson	2004
4	Reference	International Commerce and Marketing	Alejandro Lerma Kirchner	Thomson	2004



Course Name: International Commerce and Customs	Course ID: EC402
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Placement in Curricular map: Fifth Semester

Course Characteristics:
Develop in students a solid understanding of the functions of International trade in its diverse forms, such as market movement, commercial policies, tariff regulations and the workings and movement of customs.

General Learning Objectives:
At the end of this course, the student will be expected to:

Know and apply practices that train students in the procedures of International trade and everything related to the product of foreign trade.

Design a mechanism that allows them to apply the theory of tariffs based on commerce legislations.

Build: Solutions to protectionism problems, commercial restrictions and tariff and non-tariff barriers.

Elaborate a mapping of the functions of customs.

Apply techniques that allow carrying out a customs procedures.

Thematic Content: Unit1. Economy and International commerce. 1.1 Concepts of Economy, International Economy, International Trade. Differences and relations. 1.2 Elements of International economy 1.3 The new economy and globalization 1.4 Characteristics and important of International trade. 1.5 Michael Porter's contributions. 1.6 Economic integration 1.6.1 Types of integration 1.6.2 Free trade	Hours 10
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1.6.3 Customs Union	
1.6.4 Common Market	
1.6.5 Economic union	
1.6.6 Economic integration organisms: TLC, MCCA, etc.	
1.7 Cases and applications	
Unit 2. Commercial Policies	15
2.1 Protectionism Vs. Free trade	
2.2 Commercial restrictions.	
2.3 Tariffs	
2.3.1 Classification	
2.3.2 Tariff effects	
2.4 Quantitative restrictions	
2.5 Other non-tariff barriers	
2.6 International organizations	
2.7 Dumping.	
2.8 Mexico's external commercial policies	
2.8.1 Commercial pattern	
2.8.2 Current policies	
2.9 Structure and composition of foreign trade in Mexico.	
2.9.1 Composition of external sector in Mexico	
2.9.1 Problems of external sector in Mexico	
2.10 Cases and applications	
	13
Unit 3. Money Market and Exchange rate.	
3.1 Importance of Money market.	
3.2 Definition	
3.3 Elements.	
3.4 Definition of Exchange rate	
3.5 Versions of Exchange rate	
3.5.1 Normal Exchange rate	
3.5.2 Real Exchange rate	
3.5.3 Other exchange rates: teller, inter-banking, etc..	
3.6 Exchange rate systems	
3.6.1 Fixed Exchange rate	
3.6.2 Flexible Exchange rate	
3.7 Functions and activities of Exchange rate offices and services.	
3.8 Cases and applications	
	13
Unit 4 Special considerations for exports.	
4.1 The product marketing plan.	
4.2 Market research	
4.3 International competition	
4.4 Traditional organization methods for foreign trade.	
4.5 Container design for International markets.	
4.6 Transport classification	

<p>4.7 Transport responsibility. Transport conditions. 4.8 Merchandise insurance in International trade. 4.9 Current topics of foreign trade 4.9.1 Economic activity globalization: Globaliphobes. 4.9.2 Free trade and quality of life. 4.9.3 Commercial conflicts among industrialized and developed countries. 4.9.4 Liberation of commerce: The World Commerce Organization against regional commercial treaties. 4.10 Cases and applications.</p> <p>Unit 5 Customs Operations 5.1 Foreign trade taxes 5.2 Import and Export tax rates. 5.3 Merchandise dispatching, Practice 5.4 Merchandise appraisal in customs. Inco terms. 5.5 Legal situations confronted in merchandise dispatch. 5.5.1 Infractions and crimes 5.5.2 Customs agents 5.5.3 Customs Administrative Procedures 5.5.4 Defense mechanisms 5.6 Practice: Import and export of merchandise</p>	13
<p>Learning Activities:</p> <ol style="list-style-type: none"> 1. The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way: 2. Collaborative work in the classroom to analyze and debate over course content under instructor supervision. 3. Case methods to apply and assess the scope and limitations of the course content. 4. Cooperative work outside the classroom to analyze cases and problem solving. 5. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming. 6. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course 7. Learning based on application projects in groups in order for students to apply their knowledge in these projects 	

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

4. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
5. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
6. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%

Bibliography:

	Type	Title	Author	Publisher	Year
1	Text 1	Customs Law	Máximo Carvajal Contreras	Porrúa	2002
2	Text 2	Customs Law		Any Publisher	2006
3	Text 3	International Economy	Robert J. Carbaugh	Thomson	2004
4	Text 4	Current Economic Environment	Nuria González	Thomson	2003
5	Text 5	Commerce and Marketing.	Alejandro Lerma Kirchner	Thomson	2004



Course Program

Course Name: Research Methodology	Course ID: CS402
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Placement in curricular map: Fifth Semester

Course Characteristics:
Develop in students a solid platform of information to develop basic research procedures on topics related to their major's field of work.

General Learning Objectives:
At the end of this course the student is expected to:

- Apply** fundamental models of research.
- Design** a system to identify in different cases the inherent problems of areas susceptible to research.
- Build:** information analysis, discerning between relevant and irrelevant facts.
- Elaborate** a writing in which a research problem is posed, that includes: definition of problem, objectives, justification, and delimitation.
- Build** A theoretical research frame proposed on the previous paragraph.
- Operate** the research hypothesis, defining, variables, indicators, measurement instruments, population, and sample.
- Elaborate** a research report.
- Apply** a strategy that allows for an adequate detection of information sources, discarding, based on its methodology fundamentals, those that are not reliable.
- Defend** the importance of scientific research for any professional.
- Elaborate** a Project according to the appropriate methodology, which will be physically carried out and presented in the school facilities.

Thematic Content:	Hours
Unit 1 Establishing the problem 1.1 Science and the professional. 1.2 Ways of approaching knowledge. 1.3 Topics susceptible to being analyzed. 1.4 Research approaches. 1.5 Research Models 1.6 Establishing a problem 1.7 Application cases and problems.	13
Unit 2 Theoretical framework of research. 2,1 Collection of documented information. 2.2 Collection of empirical information. 2.3 Elaboration of the theoretical framework. 2.4 Application cases and problems.	13
Unit 3 Hypothesis 3.1 Hypothesis Determination 3.2 Sampling 3.3 Elaboration of the instrument for information collection. 3.4 Case and applications study.	13
Unit 4 Final Report. 4.1 Information processing using SPSS. 4.2 Elaboration of research reports. 4.3 Case and applications study.	13
Unit 5 Project: development of an enterprising model. 5.1 Exploration of the enterprising model. 5.2 Selection of the enterprising model. 5.3 Development of the enterprising model. 5.4 Presentation of the enterprising model. 5.5 Assessment of the enterprising model.	12

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

13. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
14. Case methods to apply and assess the scope and limitations of the course content.
15. Cooperative work outside the classroom to analyze cases and problem solving.
16. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
17. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course

Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

4. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
5. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
6. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%

Bibliography:

	Type	Title	Author	Publisher	Year
1	Text 1	Research Methodology	Roberto Hernández S., Carlos Fernández C. Pilar Baptista L.	McGraw-Hill	2003
2	Text 2	Research Methodology	Maurice Eyssautier de la Mora	Thomson	2006
3	Text 3	Document research technique.	Yolanda Jurado Rojas	Thomson	2002



Course Program

Course Name: Advanced Communication in English	Course ID: ID400
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Placement in Curricular map: Fifth Semester

Course Characteristics: This course represents another space in the curriculum through which the nuances of internationalization of all majors at CETYS university are propelled. In the case of this course, its objet is the study of the English language, but from a professional practice point of view. In this class, students will have the opportunity to substantially improve their mastery of the English language, especially though an intensive approach of speaking and writing. This course involves a series of learning activities through which students will have to make use of the language in typical conditions of the practice of their major, as well as in social interaction, with the intention of improving their oral and written skills as well as the vocabulary associated to their studies. On the other hand, this course is critical for students who wish to participate in academic exchange programs with foreign universities where the official language is English. This course demands a positive attitude toward collaborative and cooperative learning from its participants, an ability to work in groups, and a commitment to Continuous Improvement in their mastery of the English language.

Objetivos generales de aprendizaje:
Al término del curso se espera que el estudiante:

Domine el idioma Inglés en cuanto a su habilidad para hablarlo y escribirlo correctamente, de tal manera que pueda seguir mejorando en el uso de este idioma.

Entienda la importancia que tiene el manejo del idioma Inglés en el ejercicio profesional de su carrera y específicamente en qué actividades del ejercicio de su carrera se suele emplear el inglés.

General Learning Objectives:

At the end of this course the student is expected to:

Master the English language by speaking and writing correctly, in order to continue improving the use of the language.

Understand the importance of the English language in a professional sphere, and specifically in activities in which English is common in their professional life.

Use the sources of information that can help maintain technical vocabulary updated in their professional career.

Use the terminology, in English, associated to the practice of their career.

Know how to follow a job interview fluently in English, as well as work meeting and presentations.

Formulate their professional resume in English, as well as other legal and work documents related to the practice of their career.

Employ the vocabulary of their studies correctly and abundantly, in English.

Thematic Content:

Unit 1. English in the work place, people, and organizations.

- 1.1. Introduction and course overview.
- 1.2. Organizational structure.
- 1.3. Work, forms of work, and people at work.
- 1.4. Directive styles and business leaders.
- 1.5. Recruitment and personnel selection: Skills and competencies.

Hours
16

Unit 2. English in the functional areas of an organization.

- 2.1. Marketing, markets, and competition.
- 2.2. Product design, innovation, and development.
- 2.3. Materials, suppliers, and production.
- 2.4. Money in finances and economy.
- 2.5. Business philosophies.

16

<p>Unit 3. English in people and business skills.</p> <p>3.1. Time and its management. 3.2. Stress management. 3.3. Meetings, group work, and presentations. 3.4. Negotiating skills. 3.5. Telephone calls, fax, and e-mail.</p>	<p>16</p>
<p>Unit 4. English in organizational culture and values.</p> <p>4.1. Cultures and organizational culture. 4.2. Power management and distance among cultures. 4.3. Tran cultural business practices. 4.4. Corporate acquisitions and alliances. 4.5. Corporate and product image.</p>	<p>16</p>

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

13. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
14. Case methods to apply and assess the scope and limitations of the course content.
15. Cooperative work outside the classroom to analyze cases and problem solving.
16. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
17. Content presentation by the instructor, avoiding at all cost its becoming a

custom throughout the course

18. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%
	TOTAL	100%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text	Business Vocabulary in Use Advanced.	Bill Mascull.	Cambridge University Press.	2004.
2	Reference	Business Vocabulary in Use intermediate.	Bill Mascull.	Cambridge University Press.	2002.

3	Reference	Common American Phrases in Everyday Contexts: A Detailed Guide to Real-Life Conversation and Small Talk.	Richard Spears.	A.	McGraw-Hill, segunda edición.	2002.
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Course Program

Course Name: Financial Management	Course ID: FZ401
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Placement in Curricular map: Sixth Semester

Course Characteristics:
Develop in students a solid formation to apply tools that allow them to evaluate different short-term and long-term investment alternatives; short-term they should be able to apply the foundations of management of cash, accounts receivable, inventory, and accounts payable in order to reach liquidity goals; and long-term, the assessment and selection of the most productive alternative taking into consideration the cost of Money, its current value, financial structures, the shortage of resources, and the macroeconomic environment of the company in order to reach profitability objectives

At the end of this course the student is expected to:

- Apply** the tools to effectively manage a work budget following the efficiency and liquidity objectives of the company.
- Solve** situation in which the fluctuation of cash applies in order to propose solutions in the search for efficiency and effectiveness of resource management.
- Build:** solutions to financial problems using computer tools, specifically Excel.
- Elaborate** the financial assessment of an investment Project, considering the value of Money in time, financing sources, marketability, returns, and the financial structure of the company.
- Develop** an ability to manage the financial structure of the company, determining the adequate levels of financing with its resources and those of others, and the repercussion of profits.
- Operate** financial mathematic tools to solve problems of simple, compound, yearly, and depreciation interest, and determine the value of money in time.
- Integrate** the appropriate sources of financing to finance a Project, whether these are first level or second level in the Mexican Financial System, considering rates, terms, special conditions, and its repercussions on profit, as well as to

determine the rate of calculated average capital cost, its interpretation, and application.	
Thematic Content: Unit 1 Foundation of Financial Management. 1.1 Companies, their environment, and the role of finances. 1.2 The function of a financial manager. 1.3 Liquidity vs. Profitability 1.4 Importance of Work Capital management. 1.5 Mathematics for finances. 1.5.1 Simple interest and simple discount 1.5.2 Compound Interest 1.5.3 Overdue, anticipated, and deferred annuities. 1.5.4 Amortization and amortization funds. 1.6 Use of Excel in financial problems 1.7 Application cases and problems.	Hours 10
Unit 2 Work Capital Management. 2.1 Cash Management. 2.2 Accounts receivable management. 2.3 Inventory management. 2.4 Accounts payable management. 2.5 Application cases and problems.	24
Unit 3 Investment Project 3.1 Financial Structures 3.2 Cost of Capital 3.3 Financial Assessment of Investment Projects. 3.4 Cases and applications study.	30

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

7. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
8. Case methods to apply and assess the scope and limitations of the course content.
9. Cooperative work outside the classroom to analyze cases and problem solving.
10. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
11. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course

Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%

Bibliography:

	Type	Title	Author	Publisher	Year
1	Text 1	Contemporary Financial Management	R. Charles Moyer, James R. McGuigan	Thomson	2004
2	Text 2	Financial Mathematics	Héctor Manuel Vidaurri Aguirre	Thomson	2004
3	Text 3	Foundations for Financial Management.	Lawrence Gitan	Harla	1994



Course Program

Course Name: Business Financial Frame Work	Course ID: IM405
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Placement in curricular map: Sixth Semester

Course Characteristics:
Develop in students a solid understanding of the imposing International environment, specifically with that which concerns Canada, the United States, and Mexico as signees in the North American Free Trade Agreement [TLC-NAFTA], providing them with enough knowledge to allow them to profit from the benefits of this international instrument in order to advice, in an accurate fashion, those who are subject to this legislation and demand its services.

General Learning Objectives:
At the end of this course the student is expected to:

- Apply** the structure of the subscribed treaties by this country to avoid double taxation.
- Design** a system to apply the procedures for conflict resolution.
- Build:** Solutions to problems of price transference.
- Elaborate** alternatives to develop the best Choice for tax liabilities in the case of personal income tax, corporate tax and capital Earning according to International rules and principles.
- Apply** solutions to cases of earnings, dividends, interests, and royalties in which companies of International taxation are involved.
- Interpret** the mechanisms of information Exchange among countries in the area of fiscal law.
- Elaborate** instruments for the accreditation procedure of double taxation cases.
- Detect** corporate benefits according to imposing treaties.
- Determine** legal incentives in the area of international fiscal law

Thematic Content::	Hours
<p>Unit 1 International Tax Law Aspects.</p> <p>1.1 Mexican dispositions in the area on International tax laws: Constitution, Tax Code, LISR, etc.</p> <p>1.2 International tax instruments: International tax information exchange agreements, double taxation.</p> <p>1.3 Principles to avoid double taxation.</p> <p>1.4 Structure of treaties to avoid double taxation</p> <p>1.5 Treaty Shopping</p> <p>1.6 Conflict resolution procedures</p> <p>1.7 Territories with preferable fiscal regimens.</p> <p>1.8 Reference Prices</p> <p>1.9 Application cases and problems.</p>	14
<p>Unit 2 USA, Canada, MCE taxes.</p> <p>2.1 History of taxes in the U.S.</p> <p>2.2 Main sources of federal income in the U.S.</p> <p>2.3 Federal practices and procedures in the U.S.</p> <p>2.4 Principles and rules of income tax.</p> <p>2.5 International aspects of U.S. taxes.</p> <p>2.6 Local and state taxes in the U.S.</p> <p>2.7 Canadian Tax System: personal income tax, corporate tax, capital earnings tax.</p> <p>2.8 Tax system of the European Economic Union.</p> <p>2.9 Application cases and problems.</p>	12
<p>Unit3 Fiscal Treaties</p> <p>3.1 History of fiscal treaties: League of Nations, UN, OECD, Andean Pact, NAFTA.</p> <p>3.2 Reason for treaties</p> <p>3.3 General structure of treaties</p> <p>3.4 Residence and reach of treaties</p> <p>3.5 Domestic rules: persons, corporations.</p> <p>3.6 Commerce and permanent establishment.</p> <p>3.7 Properties</p> <p>3.8 International transportation</p> <p>3.9 Independent personal services</p> <p>3.10 Dividends</p> <p>3.11 Interest</p> <p>3.12 Royalties</p> <p>3.13 Personal property sale</p> <p>3.14 Branch earnings</p> <p>3.15 Capital earnings</p> <p>3.16 Tax-payer rights</p> <p>3.17 Information exchange</p> <p>3.18 Cases and applications study</p>	16

<p>Unit 4 International Taxes of the United States of America.</p> <p>4.1 International fiscal regimen 4.2 Fiscal jurisdiction 4.3 Income based on source and based on citizenship. 4.4 Income of foreign tax-payers in the U.S 4.5 Price transference: the problem. 4.6 International fiscal regimen and that of the U.S. 4.7 Cases and applications study</p>	<p>12</p>
<p>Unit 5 Price Transference.</p> <p>5.1 The effects of double taxation and procedure by accreditation. 5.2 Permanent establishment and its consequences. 5.3 Aspects of corporate benefits according to imposing treaties. 5.4 Price transference: source and impact of problem, affiliated businesses, paid royalties. 5.5 Focus of OCDE countries. 5.6 U.S. rules on price transference. 5.7 Fiscal incentives and fiscal competition 5.8 NAFTA, WTO and other agreements for fiscal coordination. 5.9 Cases and applications study</p>	<p>10</p>

<p>Learning Activities:</p> <p>The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:</p> <ol style="list-style-type: none"> 7. Collaborative work in the classroom to analyze and debate over course content under instructor supervision. 8. Case methods to apply and assess the scope and limitations of the course content. 9. Cooperative work outside the classroom to analyze cases and problem solving. 10. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming. 11. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course 12. Learning based on application projects in groups in order for students to apply their knowledge in these projects..
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Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%

Bibliography:

	Type	Title	Author	Publisher	Year
1	Text 1	International Private Law	Leonel PerezNieto Castro	Harla	2005
2	Text 2	Tax Law	Arturo de la Cueva	Porrúa	2003
3	Text 3	Foreign investement, Mexican Rights and International Rights.	Luís Miguel Díaz y Gpe. Morones Lara	Themis	2001



Course Program

Course Name: Compared Foreign Commerce Legislation	Course ID: DE403
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Placement in curricular map: Sixth Semester

Course Characteristics:
Develop in students a solid understanding of the regulations of foreign trade that allows them to understand the diverse economic scenarios available to Mexico, North America, Latin America, Asia, and Europe in Light of treaties and agreements subscribed by this country, as well as all internal regulations that are related with International commerce in order to carry out acts of commerce that are related with imports and exports in all matters of foreign trade.

General Learning Objectives:
At the end of this course the student is expected to:

Apply the systematic procedure to perceive opportunities presented in different economic scenarios: European Union, MERCOSUR, ALADI, ALCA, APEC, and OCDE.

Design a system to research and assess the characteristics presented in agreements and treaties subscribed by Mexico in the area of foreign trade to Establish gray areas and ways of interacting according to these treaties and agreements.

Build: Solutions to problems related with the International commercialization of services based on the general service agreement GATS and other treaties subscribed by Mexico.

Elaborate a conceptual map of the internal legal sources of foreign trade.

Apply the procedure to carry out an import.

Apply the procedure to carry out an export.

Elaborate a situation to document the determination of merchandise before Customs Authorities applying INCOTERMS.

Build a system to manage and document the legal situation of merchandise dispatch and measure the consequences of a customs act.

Apply mapping to analyze the way in which the customs system is structured, its faculties, its dependencies, to understand customs merchandise procedures.

Thematic Content:	Hours
<p>Unit 1 International Commerce</p> <p>1.1 Concepts 1.2 Objects of contemporary International commerce. 1.3 Subjects of commerce. 1.4 Economic Scenarios: UE. MERCOSUR. ALADI, ALCA. APEC. OCDE 1.5 Application cases and problems.</p>	10
<p>Unit 2 Agreements and commercial treaties.</p> <p>2.1 General Agreement on Tariffs and Trade GATT 2.2 World Trade Organization WTO 2.3 Agreements for the commercialization of merchandise by WTO. 2.4 Trade related aspects of Intellectual Property Rights TRIPS 2.5 Relative understandings of norms and procedures that regulate conflict resolution 2.7 Multilateral agreements of WTO with Mexican legislation. 2.8 Application cases and problems</p>	12
<p>Unit 3 Legal Framework for the International Commercialization of Services</p> <p>3.1 Topics related to the International commercialization of services. 3.2 Political-legal importance 3.3 General Agreement of Trade Services GATS 3.4. Commercialized sectors and subsectors. 3.5. Bilateral regulation of free trade agreements subscribed by Mexico. 3.6 Commitment Assimilation. 3.7 Free Trade Agreements subscribed by Mexico. 3.7.1 NAFTA 3.7.2 Subscribed agreements with Latin American countries. 3.8 Economic Association Agreement with the European Community. 3.9 Mexico – Israel Free Trade Agreement. 3.10 Negotiations 3.11 Application cases and problems</p>	16
<p>Unit 4 Internal Legal Sources</p> <p>4.1 The Constitution 4.2 Federal legislation related to merchandise foreign trade. 4.2.1 Ley de Comercio Exterior y su Reglamento</p>	12

- 4.2.2 Customs Law and its rules
- 4.2.3 General Import and Export tax Law.
- 4.2.4 National development plan
- 4.3 Legal aspects related to International commerce activities.
- 4.3.1 Value Added Tax Law
- 4.3.2 IESPS law
- 4.3.3 Federal Law of Rights
- 4.3.4 Federation Fiscal Code
- 4.3.5 Income Tax Law
- 4.3.6 General fiscal rules
- 4.4 Special laws related to foreign trade.
- 4.4.1 Foreign investment law and its regulations.
- 4.4.2 Federal law of economic competition and its regulations.
- 4.4.3 Industrial Prosperity Law and its regulations.
- 4.4.4 Federal law of Metrology and Regularization and its regulations.
- 4.4.5 General Law of Ecologic Balance and Protection to the Environment.
- 4.4.6 General Law of Health
- 4.4.7 Federal Law of Vegetaion Health.
- 4.4.8 Federal of Animal Health
- 4.5 National regulation for service trade.
- 4.6 WTO norms
- 4.7 Application cases and problems

Unit 5 Import and Export

- 5.1 Imports
- 5.1.1 Concept
- 5.1.2 Import regimens
- 5.1.3 Import documents and paper work
- 5.1.4 Tariff regulations
- 5.1.5 Non-tariff restrictions
- 5.1.6 Import financing
- 5.2 Exports
- 5.2.1 Concept
- 5.2.2 Export regimens
- 5.2.3 Tariff regulations
- 5.1.4 Non-tariff restrictions
- 5.1.5 Export promotion
- 5.1.6 Fomenting programs
- 5.1.7 Sector Promotion Program PROSEC
- 5.3 Foreign trade activities carried out in the border region.
- 5.4 Control and support organisms for foreign trade.
- 5.5 National Defense System against dumping in International trade.
- 5.6 Application cases and problems

Learning Activities:

The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:

1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision.
2. Case methods to apply and assess the scope and limitations of the course content.
3. Cooperative work outside the classroom to analyze cases and problem solving.
4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
6. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

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Interrogation and problem solving.	Individual and group assignments, in the form of questionnaires, essays, structured problems to solve biographical or internet research	35%
Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%

Bibliography

	Type	Title	Author	Publisher	Year
1	Text 1	Legal Regimen of Foreign Trade in Mexico.	Jorge Witker, Laura Hernández	Porrúa	2002
2	Text 2	Foreign Trade Rights	Filberto Pacheco Martínez	Porrúa	2005
3	Text 3	Foreign Trade Law and its Regulations		Any Publisher	2006



Course Program

Course Name: International Business Law	Course ID: DE403
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Placement in curricular map: Sixth Semester

Course Characteristics:
Develop in students an understanding of aspects of International Business law covering the most common contracts in the area of International trade, International transactions, conflict resolution instruments through arbitration.

General Learning Objectives:
At the end of this course the student is expected to:

Know and Apply the general state law that regulates nationality, legal status of foreigners.

Discern a way to resolve International controversies in the traditional as well as in non-traditional ways.

Build: Different possible scenarios of foreign investment according to Mexican laws.

Develop a mastery of the diverse contracts used in the International Business law Framework.

Apply the learned regulations of the International Business law Framework..

Thematic Content:	Hours
<p>Unit 1. Introduction to International Business Law</p> <p>1.1 General concept of law and International Business Law. 1.2 Positioning, extension, difficulty, concept, object, goals, nature, and sources of International Business Law. 1.3 Applications</p>	8
<p>Unit 2. Nationality and foreigners</p> <p>2.1 Concept of nationality and related Concepts. 2.2 Mexican nationality through different channels. 2.3 Loss of nationality 2.4 Nationality for corporations 2.5 Aircraft and ship nationality 2.6 Legal status of foreigners 2.6.1 Differences between a visa and a passport 2.6.2 Migration status: migrated, immigrant, non-immigrant 2.6.3 Migration status of non-immigrants. 2.6.4 Migration status of an immigrant 2.6.5 Deportation and expulsion of foreigners. 2.6.6 Extradition 2.7 Cases and applications.</p>	12
<p>Unit 3. Foreign Investment in Mexico</p> <p>3.1 Concept of foreign investment 3.2 Foreign investment classification. 3.3 Advantages and drawbacks of foreign investment. 3.3.1 Activities exclusively reserved for the State. 3.3.2 Activities reserved for Mexican societies with an exclusion clause for foreigners. 3.3.3 Limited activities allowed for foreign investment. 3.4 Foreign ownership regimen in Mexico: Trusts, Foreign Investment and Real Estate. 3.5 Law of foreign investment and real estate. 3.6 Foreign Investment National Commission. 3.7 National Registry of Foreign Investment. 3.8 Cases and applications</p>	16
<p>Unit 4 International Commercial Hiring.</p> <p>4.1 UN convention about International merchandise sales and purchases. The Vienna Convention. 4.2 Object of its regulation. 4.3 Differences between national laws. 4.4 The Vienna Convention as a positive right in Mexico. 4.5 Contracts Commonly used internationally: Franchise, Joint Venture, Distribution, e-commerce. 4.6 INCOTERMS – International commerce terms</p>	16

<p>4.7 Cases and applications.</p> <p>Unit 5 International commercial arbitration.</p> <p>5.1 Conflict resolution means.</p> <p>5.2 Introduction to general Concepts of arbitration.</p> <p>5.3 Arbitrary agreement and clause</p> <p>5.4 Applicable law for the bottom of the issue and arbitrary procedure.</p> <p>5.5 Help from State authorities to arbitration.</p> <p>5.6 Arbitrage decisions</p> <p>5.7 New regulation for commercial arbitration in the Commerce Code.</p> <p>5.8 Cases and applications</p>	<p>12</p>
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<p>Learning Activities:</p> <p>The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:</p> <ol style="list-style-type: none"> 1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision. 2. Case methods to apply and assess the scope and limitations of the course content. 3. Cooperative work outside the classroom to analyze cases and problem solving.

4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming.
5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course
6. Learning based on application projects in groups in order for students to apply their knowledge in these projects.

Assessment criteria and procedures:

Students' performance throughout the course will be based on the following criteria:

1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective.
2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course.
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Product Request	Application, documental or field research project and individual or group report of the project.	20%

Bibliography:

	Type	Title	Author	Publisher	Year
1	Text 1	International Private Law	Leonel PerezNieto Castro	Editorial Oxford	2000
2	Text 2	International Private Law	Carlos Arellano García	Editorial Porrúa	2004
3	Reference	Commerce Code		Any publisher	2004



Course Program

Course Name: Man, History, and Society	Course ID: HU401
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Placement in curricular map: Sixth Semester

Course Characteristics:
 Develop in students an recognition of the Human Being as a being that participates in history and society; in history in different eras and spaces and with diverse cultural traits to understand the collective experience that precedes us; and in society where it is placed as a social subject in search of evaluating some contemporary social manifestations and its predictable future consequences, all this with the idea that the student can reflect on this and help locate themselves in reality in order to become responsible for their future.

Design a system to identify the most outstanding traits of historical development in a micro and macro environment.

Build: social analysis procedures with more elements than current employees, in order to allow participation in social planning procedures.

Elaborate an essay where specific time periods are recognized, fundamentally identifying the role of human beings in history

Build a serious and profound critique of the context, freely establishing priorities as an individual and as part of a society, always in favor of a common good.

Operate in the performance of their profession, a more intimate closeness with society.

Elaborate an outline that demonstrates the importance of historical knowledge for their Being and what to do as a social subject.

Apply a strategy that allows them to know and understand the difference and similarities of diverse cultures, in order to perform positively, locally, regionally, and in any other part of the world.

Elaborate a community intervention Project that will be defined by the instructor

Thematic Content::	Hours
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<p>Unit 1 Society, Humanism, and School.</p> <p>1.1 Exploration of the concept of Society. 1.2 The bases that make it tangible. 1.3 The specialty and temporality of the concept. 1.4 Basic categories for its analysis. 1.5 Mankind in Society 1.6 Humanism, Society, School. 1.7 Humanism concept 1.8 The role of individual education and humanism. 1.9 Humanized society vs. Dehumanized society. 1.10 Socially accepted values and humanism. 1.11 Humanism and university 1.12 Cases and application problems</p>	<p>14</p>
<p>Unit 2 Man and History</p> <p>2,1 Why History? 2.2 Immediate history and the 90's decade 2.3 40's and 50's decade and the postwar. 2.4 Convulsions in the beginning of the 20th century. 2.5 19th century life and development 2.6 From modernism to the contemporary. 2.7 Cases and application problems</p>	<p>14</p>
<p>Unit 3 Contemporary paradigms: the visions of today's actors. Los</p> <p>3.1 Today's actors 3.1.1 Alvin Toffler and his theory of change 3.1.2 Carlos Fuentes and the internationalization of cultures through a inclusive progress. 3.1.3 Erich Fromm: Where are we and where are we going? 3.1.4 Perry Anderson and his postmarxism view. 3.1.5 Paulo Freyre and his vision of Latin-American thinking. 3.1.6 Francis Fukuyama and confidence as a central value. 3.2 The crisis of the everyday 3.2.1 Major problems vs. notable topics. 3.2.2 Basic forms of reality knowledge. 3.2.3 The role of velocities of time. 3.2.4 The social role of a company 3.2.5 Education as a central element in society. 3.3 Cases and applications study.</p>	<p>14</p>
<p>Unit 4 Contemporary society as a trampoline for a future society.</p> <p>4.1 Regional social manifestations. 4.2 The role of hope in the dreams of mankind. 4.3 Social responsibility of mankind and youth. 4.4 Social values that should remain. 4.5 Intervention projects with the purpose of returning to a more just</p>	<p>14</p>

society. 4.6 Cases and applications study. Unit 5 Social Intervention project in the community. 5.1 Project definition and justification. 5.2 Project planning. 5.3 Project implementation. 5.4 Project Assessment.	8
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<p>Learning Activities:</p> <p>The learning experience in this course will be individual and in groups; some directed by the instructor and others will be carried out individually by the student outside the classroom. Those carried out by students will be held in the following way:</p> <ol style="list-style-type: none"> 1. Collaborative work in the classroom to analyze and debate over course content under instructor supervision. 2. Case methods to apply and assess the scope and limitations of the course content. 3. Cooperative work outside the classroom to analyze cases and problem solving. 4. Learning based on structured and non-structured problems in order for students to learn formulate problems and the course content by generating solutions, working individually as well as in groups, after brainstorming. 5. Content presentation by the instructor, avoiding at all cost its becoming a custom throughout the course 6. Learning based on application projects in groups in order for students to apply their knowledge in these projects.
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<p>Assessment criteria and procedures:</p> <p>Students' performance throughout the course will be based on the following criteria:</p> <ol style="list-style-type: none"> 1. The manifested willingness and cooperation with concrete actions to achieve the learning objectives of each unit of the course's general objective. 2. The manifested commitment, honesty, seriousness, responsibility, quality, participation, and creativity when executing all learning activities developed throughout the course. 3. The manifested ability and dexterity to solve specific problems throughout the course.

Considering the criteria mentioned above, the following assessment form is proposed:

Form	Instrument	Percentage
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Problem solving	Individual objective tests: partial and final exam.	45%
Product Request	Application, documental or field research project and individual or group report of the project.	20%

Bibliography:

	Tipo	Título	Autor	Editorial	Año
1	Reference	Review of Mexico's History	Juan Brom	Grijalva	1996
2	Reference	Review of Universal History	Juan Brom	Grijalvo	1990
3	Reference	Introduction to Psychology	Peter Berger	Limusa	1996
4	Reference	Values in Education	Pedro Ortega, Ramón Mínguez	Ariel	2001
5	Reference	Minimal History of Mexico	Daniel Cossío Villegas	El Colegio de México	1994
6	Reference	Anatomy of a Mexican	Roger Bartra	Plaza Janés	2002



Course Name: International Commerce Entrepreneurs	Course ID: AD055
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Placement in Curricular Map:
Axis 2 course, general common education in the areas of administration and business.

Course Characteristics:

This course is designed to develop in students the necessary abilities and skills to generate ideas, detect opportunities, create, plan, and develop competitive companies, as well as their expansion, strengthening team work, an entrepreneurial spirit, and achieving the ability to make managerial decisions under pressure in a youthful company, and making sure that all their ideas become a reality.

General Learning Objectives

This course's objectives are to propel and develop an entrepreneurial spirit, encouraging leadership and team work; identify and entrepreneur's competencies and entrepreneurial leaders, providing knowledge through business planning to form a youthful company, in which they will apply their acquired knowledge to determine the best strategies for the areas of Human Resources, Marketing, Finances, Production, and General Management, encouraging the creation of their own business through organizational motivation, working under pressure, and a healthy environment where their entrepreneurial skills can grow..

Unit 1 Leadership and Entrepreneurial Attitude	4 hrs
<ul style="list-style-type: none"> 1.1.- Entrepreneurial Attitude <ul style="list-style-type: none"> 1.1.1.- The Real Entrepreneurial Attitude 1.1.2.- Characteristics of an Entrepreneur 1.1.3.- Entrepreneurial Spirit 1.1.4.- The Entrepreneurial Leader 1.1.5.- An Entrepreneur's great successful family 1.2- Leadership <ul style="list-style-type: none"> 1.2.1.- The Game of Change 1.2.2.- Empowerment. Free your potential 1.2.3.- The power of vision 1.2.4.- The new itinerary, shared values for the triumph of a healthy culture. 1.2.5.- Imperative quality / service 1.2.6.-Redefining Leadership for the next century. 	
Unit 2 General Business Description	6 hrs

- 2.1.- Nature of a company
- 2.2.- Life Plan
- 2.3.- How to uncover opportunities for new companies.
- 2.4.- Above all, personal affairs
- 2.5.- Entrepreneurs and their responsibility in the community.

Unit 3 Organization

8 hrs

- 3.1.- Company Description
- 3.2.- Mission
- 3.3.- Vision
- 3.4.- Objectives
- 3.5.- Competitive Advantage
- 3.6.- Business Structure
- 3.7.- Analysis of industry or sector.
- 3.8.- Company products and / or services
- 3.9.- Qualifications to enter the area.
- 3.10.- Support

Unit 4 Personnel

8 hrs

- 4.1.- Objectives in the area of HR
- 4.2.- Organizational Structure
- 4.3.- Specific functions per position.
- 4.4.- Personnel Training
- 4.5.- Personnel Development
- 4.6.- Salary and wage management.
- 4.7.- Performance Evaluation
- 4.8.- Work relationships and conflict
- 4.9.- Legal Framework of the organization
- 4.10.- Operative Policies

Unit 5 Marketing

8 hrs

- 5.1.- Objectives in the area of Marketing
- 5.2.- Competition
- 5.3.- Clients and Products
- 5.4.- Market analysis
- 5.5.- Market Research
- 5.6.- Interpreting market research results.
- 5.7.- Secondary information sources
- 5.8.- Market risks and opportunities.
- 5.9.- Price definition
- 5.10.- Profit margin
- 5.11.- Breakeven point
- 5.12.- Publicity
- 5.13.- Sales promotion
- 5.14.- Commercialization

Unit 6 Production and service

8 hrs

- 6.1.- Objectives in the area of Production
- 6.2.- Product or service specifications.
- 6.3.- Description of production process or rendering of services.

- 6.4.- Description of Production Flow
- 6.5.- Technology Characteristics
- 6.6.- Equipment and Facilities
- 6.7.- Raw Materials
- 6.8.- Installed Capacity
- 6.9.- Inventory Management
- 6.10.- Company Location
- 6.11.- Plant and office design and distribution.
- 6.12.- Required labor
- 6.13.- Continuing quality procedures
- 6.14.- Production Programs

Unit 7 Finances

8 hrs

- 7.1.- Accounting Objectives
- 7.2.- Company accounting system
- 7.3.- Flow of cash
- 7.4.- Projected financial statements
- 7.5.- Financial indicators
- 7.6.- Estimations used in financial projections.
- 7.7.- Financing Systems

Unit 8.- Organization Legal Framework

8 hrs

- 8.1.- Company constitution (Micro, Small, Medium)
- 8.2.- Fiscal legislation
- 8.3.- Selection of legal structure.
- 8.4.- Protection of company interests.
- 8.5.- Obtaining of patents
- 8.6.- How to obtain a registered trademark.
- 8.6.- Copyright registry
- 8.7.- Protection of commercial secrets.
- 8.8.- Protection of company name
- 8.9.- Company and Ethics.

Unit 9 Business Plan Presentations

6 hrs

- 9.1.- Executive Summary
- 9.2.- Written Presentation
- 9.3.- Oral Presentation

Unit 10 International Business Franchises.

6 hrs

- 10.1.- Benefits of Franchises
- 10.2.- How they operate
- 10.3.- The world of franchises in Mexico
- 10.4.- Mexican franchises abroad

Unit 11 Entrepreneurs and the Internet

6 hrs

- 11.1.- The use of the internet as a benefit for entrepreneurs
- 11.2.- Why companies use internet pages

11.3.- General benefits of using the internet for business opportunities.

Learning Activities:

- Presentation of an article, no news. Must include the source, its importance and repercussions related to the topic, according to our course Schedule: written report and comments on each class.
- Research and presentation of various topics in teams, during assigned dates in the Schedule.
- Case resolution and presentation individually and in teams.
- Exercise solving in class, individually and in teams.
- Presentations by the instructor will take place in order to explain proposed topics and strategies.
- Study Trip.
- Conference participation, corporate or public service visitors. A monthly lecture will be held
- A class president will be named, who will be responsible for coordinating extra-curricular activities.
- Teams will consist of no more than 13 and no less than 8 members each (depending on class size)
- Weekly advances of their business plan will be presented starting in March by team members, tutoring will take place via e-mail.
- In each session, the instructor will access the project's advances.
- With this information, each team will have to turn in their assignment.
- The teams in which we will be working during each session will have to:
 - Make joint decisions
 - Advance according to the steps of their Project (which also appear in the activity program)
 - Research topics to complement each class.
- Students will participate in two stages of this course.
 - Expo Company
 - Expo Products

Assessment criteria and procedures:

- ◆ In each session the topics from the previous class will be asked. It will count as participation.
- ◆ Case resolution in class will be considered as participation.
- ◆ Cases and exercised done at home will have a numeric grade according to their result and it will be part of the overall evaluation.
- ◆ Advances in their business plan will be evaluated weekly. Dates will be established with the agreement of the class; this will be part of the final grade.
- ◆ The presentation of final written and oral results of research will be considered as part of their final grade.
- ◆ The presentation of select topics by a student will be considered as participation.
- ◆ Delivery of their business plan will be considered as part of their final evaluation.

Guidelines:

- ◆ No late entries are allowed. (no tolerance)
- ◆ Dates and time to turn in reports must be respected, otherwise they will not be valid.
- ◆ Business plan cannot be turned in at a different date than the one established at the beginning.
- ◆ Participation will be evaluated according to attendance.
- ◆ Reports that do not contain the minimum requirements will not be accepted.
- ◆ Teacher disrespect and vice-versa is not allowed.
- ◆ In any situation in which copying final papers is attempted, the dispositions established in art. 27 of the student rule handbook will be applied.
- ◆ Absences must be watched.
- ◆ Exiting to go to the restroom or drink water should be orderly, without having to ask for permission, and reasonable.
- ◆ To respect the class, cell phones must be turned off

Final Project (Business Plan)

At the end of the semester, a final report will be turned in together with the course evaluation. Information about the documentation of the Project will be turned in during the course, some details are:

- **Font:** (Times New Roman **(12)**; Arial **(12)**; Tahoma **(11)**; Verdana **(10)**).
- **Page size:** Letter
- **Presentation:** Bound or in a presentable folder.
- **Cover:** According to the policies of each company

EVALUATION CRITERIA

Articles and Participation	15%
Cases and exercises	20%
Diverse Research	30%
Business Plan	35%
	<hr/>
	100%

Bibliography

Anzola Rojas, Sérvulo. *From ideas to your company*. Mc Graw Hill, 2004. 3era ed.
Alcaraz Rodríguez Rafael. *The Successful Entrepreneur*. Mc Graw Hill, 2001. 2da ed.
Price Courtney. *Tips and Tricks for Entrepreneurs*. Mc Graw Hill, 2000. 1era ed.
Stutely Richard. *Business Plan*. Pearson Educación, 2000
H. Haeckel, Stephen. *The Adaptable Company*. Mc Graw Hill, 2000
Lambing Peggy. *Small and Medium Entrepreneurs*. Pearson Educación, 1998
De la Torre, Joaquín. *Investment project assessment*. Prentice Hall, 2002
McFarland, Lynne Joy. *Leadership for the XXI century*. Mc Graw Hill, 1996
Anzola Rojas, Sérvulo. *The Entrepreneurial Attitude*. Mc Graw Hill, 2003
_____. *Business Plan Manual, SBDC Guanajuato*. Sistema Estatal del Financiamiento al Desarrollo
Bygrade, William D. *The Portable MBA in Entrepreneurship*. John Wiley and Sons 2004



Course Name International Finance	Course ID FZ405
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Placement in curricular map

Seventh Semester of International Business. Eight Semester of International Public Accounting.

Course Characteristics

This course will analyze the decision-making process that derives from international operations, Exchange rates, investments, financing and its repercussions in different types of balance of payments, in the frame of the international monetary system, financial markets, and merchandise markets and future values, as a fundamental part of the globalization and internationalization process of Mexican corporations

General Learning Objectives

- Students will analyze, understand, and will be able to give an informed opinion on currency operations, international markets, and international finances.
- Students will understand, analyze and will be able to give an opinion on determining exchange rates, future markets, and merchandising.
- They will analyze, develop, and evaluate, the participation of Mexican companies in financial markets, specifically on their risk management associated with international operations.
- They will know and apply financing or investment instruments of international financial markets..

Thematic Content	HOURS
Unit I: INTRODUCTION TO INTERNATIONAL FINANCES.	
I.1. What are International Finances and what are they for?	8
I.2. Globalization and the financial system	
Unit II: THE INTERNATIONAL MONETARY SYSTEM AND MONETARY REGIMENS.	
II.1. History of the International Monetary System and the Breton Woods era..	
II.2. The current International Monetary System and its Institutions.	12
II.3. Basic Concepts: currency, exchange rate, convertibility, foreign Exchange market.	
II.4. Foreign exchange regimens; currency demand and supply and determining exchange rates.	
II.5. Balance of Payments: Affective factors.	
II.6. Adjustments in the balance of payments.	
II.7. Variation in international reserves.	
II.8. Monetary effect of the balance of payments.	
Unit III: PRICE LEVELS AND LONG-TERM EXCHANGE RATE.	20
III.1. The law of flat pricing.	
III.2. The parity of purchasing power (PPP).	
III.3. Exchange rate according to PPP.	
III.4. The parity of interests and PPP.	
III.5. The international Fisher effect.	
III.6. Exchange rate prognosis.	
Unit IV: INTERNATIONAL MONEY MARKETS.	
IV.1. Introduction to the international Money market IMM	
IV.2. IMM participants and instruments.	
IV.3. Eurodollars and principal currencies.	10
IV.4. The Euro and the European Union Market.	
IV.5. Connection between exchange rates and interest rates	

<p>Unit V: DERIVATIVE PRODUCT MARKET. EXCHANGE RATE AND INTEREST RATE RISK MANAGEMENT.</p> <p>V.1. Introduction to the derivative market. Principal Derivative Markets and their functioning.</p> <p>V.2. Risk management instruments: Forwards, options, and futures.</p> <p>V.3. Currency forwards and interest rates.</p> <p>IV.4. Currency futures and interest rates.</p> <p>V.5. Currency options and interest rates.</p> <p>V.6. Currency swaps and interest rates.</p> <p>V.7. The Mexican Derivative Market.</p>	<p>10</p>
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<p>Learning Activities.</p> <ul style="list-style-type: none"> • Students will carry out text lectures and summaries before viewing each topic in the text book, or complimentary articles. • They will conduct field research where they will gather relevant information on the current international finance situation. • Periodic classes will take place in the computer lab in order to use software that exemplifies the movements of international finance markets. • Practical case solving will be carried out. • All activities will be focused on team work and collaborative learning
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<p>Assessment criteria and procedures</p>	
<p>Partial Exams (3)</p>	<p>30%</p>
<p>Presentations, practical cases and essays</p>	<p>20%</p>
<p>Assignments and participation</p>	<p>20%</p>
<p>Presentations and class discussions</p>	<p>30%</p>

Bibliography

	Type	Title	Author	Publisher	Year
1	Bibliographic	<i>International Finances</i>	ZBIGNIEW KOZOKOWSKI (2005)	McGraw-Hill	2005
2	Bibliographic	<i>To Understand the Stock Market</i>	RUEDA, ARTURO.	Thompson Editores. 2da. Edición.	2005
3	Bibliographic	Risks and Opportunities in the Foreign Exchange Market in Mexico.	SÁNCHEZ VELEZ, GUADALUPE	Tesis	1997
4	Bibliographic	Internacional Financial Markets	RICHARD M. LEVICH	Irwin McGraw-Hill	2000
5	Bibliographic	Fundamental Financial Instruments	EDUARDES WARREN.	Prentice Hall	2001



Course Program

Course Nameⁱ: International Negotiation Strategy	Course IDⁱⁱ AD412
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Placement in Curricular Mapⁱⁱⁱ: SEVENTH SEMESTER
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<p>Course Characteristics^{iv}:</p> <p>The object of this course is to develop negotiation abilities in International Business, since they will be dealing with customers, suppliers, distributors, partners, etc. from other countries. Students will be given the strategies and techniques necessary to respond to the main questions that a negotiation between companies from different countries ask..</p>

<p>General Learning Objectives^v</p> <ul style="list-style-type: none"> ☛ Know the theoretical and practical aspects of an International Negotiation and the impact that cultural differences have on it. ☛ Provide a knowledge and skill base that successfully allows participants to move forward and culminate process of International Negotiation of all natures. ☛ Improve the negotiating capacity and ability of this program's participants. ☛ Understand how, through an adequate International Business Strategy, you can reach an efficient and reliable decision in International Business.
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Thematic Content^{vi}:	
Topics and sub-topics of each unit:	Hours
<p>TOPIC I: INTRODUCTION TO INTERNATIONAL NEGOTIATION.</p> <ol style="list-style-type: none"> 1. The art of negotiation 2. International negotiation 3. International negotiation and trans cultural behavior. 	16
<p>TOPIC II: THE PROCESS OF NEGOTIATION AND CULTURAL DIFFERENCES.</p> <ol style="list-style-type: none"> 1. Verbal and non-verbal communication in an international negotiation. 2. Time: before, during and after, and international negotiations. 	12

TOPIC III: INTERNATIONAL NEGOTIATION STRATEGIES AND ADAPTATION.	24
<ol style="list-style-type: none"> 1. Structure and composition of the negotiating team. 2. Place of negotiation 3. Contracts and agreements and cultural differences. 4. The doings and non-doings of International Negotiations. 	
TOPIC IV: STUDY OF SELECT NATIONS.	12

<p>Learning Activities^{vii}:</p> <p>The learning activities of this course will be programmed according to individual and collective work that the student will develop inside the class room under instructor supervision as well as individually outside the classroom.</p> <ol style="list-style-type: none"> 1. Independent work outside the classroom to develop Reading, analysis, synthesis of the course contents. 2. Collaborative work inside the classroom under instructor supervision to analyze and discuss critical concepts, verify their understanding, discuss their limitations, and the relation they have to other concepts studied before. 3. Cooperative work inside and outside the classroom for the practical application of the content of structured and non-structured problems. 4. Learning based on Analysis and Solution of Cases through the application of the Case Method. 5. Learning based on the development of a Final Application Project in order for students to put in practice the knowledge acquired throughout the course.

Assessment Criteria and Procedures^{viii}

The performance of students is related to the desired learning product for this course, which will be evaluated according to its formation and development of capacities based on the following proposal:

LEARNING PRODUCT	% o points
FORMATION	10%
Responsibility towards commitments made and a positive attitude and critique of this course.	2.5%
Group work and leadership skills	2.5%
Honest conduct in every aspect.	2.5%
Tangible commitment to continuous improvement.	2.5%
COMPETENCIES	90%
Exams: They are objective tests such as partials and finals that can be carried out individually or in groups.	25%
Assignments: All written Works that are assigned between classes and that can be carried out individually or in groups. Integral projects of contents and results of this course are not included here.	20%
Projects: These are the integrative projects of contents and learning results of this course, such as application projects, field or documental research, and projects alike. They are not necessarily or exclusively written works.	30%
Presentations: This refers to the individual or group presentation of assignments, research projects, application projects, essays, etc.	15%
TOTAL:	100%

Bibliography^{ix}

	Type	Title	Author	Publisher	Year
1	Text	Cross-Cultural Business Negotiations	Donald W. Hendon, Rebecca Angeles Hendon & Paul Herbig	Quorum Books	2002
2	Reference	Kiss, Bow or Shake Hands	Terri Morrison	Adams Media Corporation	2006
3	Reference	Doing Business Internationally: The Guide to Cross-Cultural Success	Danielle Medina Walker & Thomas Walker	Mc Graw-Hill	2002
4	Reference	Negotiation Techniques	Anastasio Ovejero	Mc Graw-Hill	2002
5	Reference	International Negotiation: Strategies and Cases	Olegario Llamazares García-Lomas	Ediciones Pirámide	2002

¹ Write name of course according to curriculum.

¹ Write code to identify course, according to curriculum.

¹ Write corresponding semester for this course, according to curriculum. In case of serialization, define previous courses and future ones.

¹ This is the frame of the course. A brief description must be written, defining the focus it will follow. Also, mention abilities, skills, and previous knowledge required to take this course.

¹ These are considered the general objectives of the course (alumni characteristics), which should enumerate the learning that the student must reach at the end of the term, and the course's contribution to the achievement of the curriculum's objectives.

¹ Enumerate the content of the course, organizing topics and sub-topics. This should be coherent with the course's denomination, and present an orderly and logic sequence. The number of corresponding hours should match the contents and complexity of the presented topics. It is important to mention that CACECA takes demands each topic to include objectives.

¹ Describe the learning activities that will be done under instructor supervision, as well as those that the student will carry out independently. These activities should agree with the nature of the assignment and with the education model this Institution promotes.

¹ Specify assessment criteria and procedures suggested for this course, which will be considered for the value of learning, that is to say, make sure that knowledge, abilities, and skills demanded by the course have been acquired by students; specifying the procedures and instruments with which their compliance will be verified. The assessment criteria should be intimately related with the general objectives and learning activities of the course.

¹ The number of lines must be the same as the number of texts or material recommended for the course. In "type" the corresponding bibliographical support must be specified: book (text or consultation), magazine, electronic file, audio, video, etc.



Course Name Analysis of International Markets	Course ID EC403
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Placement in curricular map Seventh Semester of International Business
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Course Characteristics This course is theoretical- practical and focuses on the detailed description of each of the phases of the market research process knowing the law and culture of other countries, from a research nature and objective with an international focus, the utilized techniques for the attainment of data, the design of questionnaires in other languages, the design of a simple, processing, analysis and interpretation of information, until the elaboration of documents and executive reports with a multinational focus.

General Learning Objectives Expose and apply diagnosing techniques for international problems, and develop abilities to carry out market research in other countries. It is demanded that students know and apply of qualitative and quantitative application techniques with the objective of being in a position to solve international marketing problems, and that through the development of creative thinking; they acquire the abilities to diagnose, analyze, comprehend, evaluate and apply information in markets with different culture.

Thematic Content	HOURS
<p>1.- Nature and objective of international market research</p> <p>1.1. Definition and uses of international market research.</p> <p>1.2. Uses of international market research in other countries</p> <p>1.3. The role of international market research in MIS (Marketing Information Systems) The Information System must: recollect, analyze, classify, store, recover and register all that information that the department of international commerce generates through market research, trips, fairs, contacts, magazines, seminars, etc.</p> <p>1.4. Data Bases.</p> <p>1.5. International market research.</p> <p>1.6. Ethics in international market research.</p> <p>1.7. Research designs</p> <p>1.8. International market research planning.</p> <p>1.9. Theoretic-practical cases</p>	15
<p>2.-Market research in an international environment</p> <p>2.1. The international environment</p> <p>2.2. Importance of the definition of a problem in an international market research problem.</p> <p>2.3. International environment context.</p> <p>2.4. The problem of managerial decision making and in international market research</p> <p>2.5. Definition of a market research problem in an international environment.</p> <p>2.6. Planning components</p> <p>2.7. International market research proposal</p>	15
<p>3.- Qualitative and Quantitative Measurement instruments.</p> <p>3.1 Research, Definition, and Classification designs.</p> <p>3.2 Myths of market research.</p> <p>3.3 Classification of the procedures of qualitative research. Explorative Research.</p> <p style="padding-left: 20px;">3.2.1 Group sessions</p> <p style="padding-left: 20px;">3.2.2 Depth interviews</p> <p style="padding-left: 20px;">3.2.3 Projection techniques</p> <p>3.4 Descriptive research, survey methods.</p> <p style="padding-left: 20px;">3.3.1 Survey methods classified by application mode.</p> <p style="padding-left: 20px;">3.3.2 Comparative assessment of survey methods.</p> <p>3.5 Cause research: Experimentation.</p> <p>3.6 Concepts and conditions for coincidence.</p> <p>3.7 Internal and external validation</p> <p>3.8 Extrinsic Variables</p> <p>3.9 Relation between exploratory, descriptive, and casual research.</p> <p>3.10 Potential error sources: Arbitrary simple errors, errors due to lack of sampling.</p> <p>3.11 Sampling Techniques</p> <p style="padding-left: 20px;">3.11.1 Advantages and disadvantages of different types of sampling.</p> <p style="padding-left: 20px;">3.11.2 Development of a sampling plan</p> <p>3.12 Project budget and programming.</p> <p>3.13 Market research proposal.</p> <p>3.14 Field work planning for data recollection.</p> <p>3.15</p>	20
<p>4.- Statistic Analysis of Information</p> <ul style="list-style-type: none"> • Strategy selection for the analysis of data. • Statistic technique classification. 	14

<ul style="list-style-type: none"> • Uni-variable techniques, • Multi-variable techniques • Variable and co-variable analysis. • Correlation and regression • Discerning analysis • Factorial Analysis • Conglomerate analysis <p>Report preparation and presentation.</p>	
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<p>Learning activities</p> <p>1.- Application of international market research methodology through readings, analysis and a comparative essay in other countries.</p> <p>2.- Definition and diagnostic of research problems in a multinational company through case analysis and solution</p> <p>3.- Discernment between quantitative and quantitative research in an international environment through the elaboration of a graphic scheme.</p> <p>4.- Ability to analyze and interpret statistical information that the final research will provide, through SPSS and XPRESSA programs.</p>
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<p>Assessment criteria and procedures</p> <p>Partial Exams (3) 40%</p> <p>Presentations and written works 10%</p> <p>Assignments and presentations 20%</p> <p>Final Project 30%</p>
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Bibliography					
	Type	Title	Author	Publisher	Year
1	Bibliographic	<u>International Marketing Research</u>	C. Samuel Craig y Susan P. Douglas	John Wiley & Sons	2004
2	Bibliographic	Applied statistics for business and economy.	Lind, Douglas A	Editorial McGraw-Hil	2002
3	Bibliographic	Market research: an applied focus	Malhotra, Narresh K	Pearson/Prentice-Hall	2006
4	Bibliographic	Market research in a changing information environment.	Hair Joseph F	McGraw-Hill	2002

^{i i} Write name of course according to curriculum.

ⁱ Write code to identify course, according to curriculum.

ⁱ Write corresponding semester for this course, according to curriculum. In case of serialization, define previous courses and future ones.

ⁱ This is the frame of the course. A brief description must be written, defining the focus it will follow. Also, mention abilities, skills, and previous knowledge required to take this course.

ⁱ These are considered the general objectives of the course (alumni characteristics), which should enumerate the learning that the student must reach at the end of the term, and the course's contribution to the achievement of the curriculum's objectives.

ⁱ Enumerate the content of the course, organizing topics and sub-topics. This should be coherent with the course's denomination, and present an orderly and logic sequence. The number of corresponding hours should match the contents and complexity of the presented topics. It is important to mention that CACECA takes demands each topic to include objectives.

ⁱ Describe the learning activities that will be done under instructor supervision, as well as those that the student will carry out independently. These activities should agree with the nature of the assignment and with the education model this Institution promotes.

ⁱ Specify assessment criteria and procedures suggested for this course, which will be considered for the value of learning, that is to say, make sure that knowledge, abilities, and skills demanded by the course have been acquired by students; specifying the procedures and instruments with which their compliance will be verified. The assessment criteria should be intimately related with the general objectives and learning activities of the course.

ⁱ The number of lines must be the same as the number of texts or material recommended for the course. In "type" the corresponding bibliographical support must be specified: book (text or consultation), magazine, electronic file, audio, video, etc.



Course Program

Course Name	Course ID
Man and Ethics	HU 402

Placement in curricular map:

This course is located in seventh or eighth semester of all of CETYS University's majors; it is not serialized with other courses but is recommended to be the last course to be taken as part of their general training.

Course Characteristics:

Human Being and Ethics is third in a series of three courses that CETYS has implanted in its three campi for students of all bachelor degrees. These courses seek to imprint a distinctive characteristic in all CETYS students, through reflecting on Human Beings and the way they relate with their environment, their past, their society, and themselves.

This course reflects on some anthropological conceptions in order to later establish the fundamental criteria for a better ethical discernment from a human being centered point of view. It takes on the field of personal and social values, which are taken on in some margins of liberty. It culminates with the recognition of the responsibilities in the workplace to establish some reflection on professional ethics.

Students are required to have the ability of reading comprehension as well as writing essays, and book reports, ability for oral communication in public, as well as the skill and tolerance to work in groups. At a knowledgeable level, it is recommended that the student have clear basic concepts of anthropological reflection done in the Human Beings, History, and Society course.

General Learning Objectives

At the end of this course, students will:

- Elaborate an essay where different versions of Human Beings and Ethics will be discussed.
- Create an organizational chart where the contents of the unit are integrated.
- Present a written paper where a reflection upon his/her own values will be exposed.
- Structure a code of ethics according to their profession.

Thematic Content:

	Hours
<p>Unit I: Relationship of humans and the world.</p> <p>1.1. Some visions about Humans 1.2. The world of Humans 1.3. Problems to approaching ethics 1.4 Types of Ethics 1.5 Ethics and problems in Mexico 1.6 Ethics in CETYS' mission</p>	16
<p>Unit II: Human Liberty and Conscience</p> <p>2.1. Humane acts and acts of humans 2.2. Amoralism 2.3. Liberty 2.4 Types of Liberty 2.5 Responsibility modifiers 2.6 Determinism 2.7 Evidence of liberty 2.8 Types of conscience 2.9 Formation of conscience</p>	16
<p>Unit III: Values</p> <p>3.1. What is goodness? 3.2 Goodness as a value 3.3 What are values? 3.4 Axiological subjectivism and objectivism. 3.5 Synthetic position 3.6 Characteristics of values 3.7 Values and alumni characteristics</p>	16
<p>Unit IV: Professional Ethics and Social Responsibility.</p> <p>4.1. Professional Ethics 4.2. Basic criteria on professional ethics. 4.3. Code of Ethics 4.4 Relations inside organizations. 4.5 Society-Organization relations 4.6 Social Responsibility</p>	16

Learning Activities:***Under Instructor supervision:***

- Group discussions
- Group discussions
- Instructor presentations
- Collaborative work using diverse learning strategies.
- Student presentations
- Organizational graph elaboration.

Independent Activities:

- Conduct research
- Solve assignment exercises based on questions.
- Case solution
- Presentation preparation
- Recuperation in situations of moral court.
- Research information on-line.
- Solution of moral dilemmas
- Elaboration of their own code of ethics

Assessment criteria and procedures:

Each of the four units of this course will have a value of 25%

In each of them, accordingly, the following elements will be observed:

- a) Individual work (book reports, research, final project)
- b) Group work (presentations, organizational graph elaboration, discussions, case solving)
- c) Performance self-assessment
- d) Co-assessment

Bibliography

	Type	Title	Author	Publisher	Year
1	Book	Ethics, theory and application	FAGOTHEY, Austin	McGraw-Hill	1994
2	Book	Ethics in Business, cases and applications	VELÁSQUEZ, Manuel G	Pearson Educación	2002
3	Book	Ethical dilemmas of modern corporations.	LLANO Cifuentes, Carlos	F.C.E.	1997



Course Name ^{ix} : INTERNATIONAL BUSINESS SEMINAR	Course ID ^{ix} : AD413
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Placement in curricular map ^{ix} : EIGHTH SEMESTER

Course Characteristics ^{ix} : This course incorporates to the process of strategic planning the elements that influence the international environment of a company to establish a base on which decision making will be carried out respecting the strategies of international market entrance and the management strategies of international companies to take advantage of opportunities offered in a global environment.

General Learning Objectives ^{ix} <ol style="list-style-type: none">1. Students will develop a broader vision of the international business world and will know the elements that intervene in this type of transaction and their social and cultural context, through practical research, analysis, contemporary readings, and continuous participation.2. Students must identify problems, analyze alternatives and develop strategies from problems and opportunities, and confront decision making in the area of international business.
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Thematic Content^{ix}:

Topics and sub-topics of each unit	Hours
<p>UNIT 1: INTERNATIONAL BUSINESS OVERVIEW.</p> <ol style="list-style-type: none"> 1. Globalization and world development 2. Elements that affect competitiveness 3. Social responsibility and ethics 	16
<p>UNIT 2: CULTURAL DIVERSITY</p> <ol style="list-style-type: none"> 1. Cultural dimensions 2. Trans cultural management 3. Organizational diversity and culture 4. Trans cultural negotiation 	16
<p>UNIT 3: GLOBAL EXECUTIVE DEVELOPMENT</p> <ol style="list-style-type: none"> 1. Motivation in different cultures 2. Leadership in different cultures 3. Selection and development of a global executive 	12
<p>UNIT 4: INTERNATIONAL STRATEGIC MANAGEMENT.</p> <ol style="list-style-type: none"> 1. Formulation and interpretation of the international strategy. 2. Entrance strategy and organizational structure. 3. Risk management 4. Decision making and control. 	20

Learning activities^{ix}:

The learning activities of this course will be programmed according to individual and collective work that the student will develop inside the class room under instructor supervision as well as individually outside the classroom.

1. Independent work outside the classroom to develop Reading, analysis, synthesis of the course contents.
2. Collaborative work inside the classroom under instructor supervision to analyze and discuss critical concepts, verify their understanding, discuss their limitations, and the relation they have to other concepts studied before.
3. Cooperative work inside and outside the classroom for the practical application of the content of structured and non-structured problems.
4. Learning based on Analysis and Solution of Cases through the application of the Case Method.
5. Learning based on the development of a Final Application Project in order for students to put in practice the knowledge acquired throughout the course.

Assessment Criteria and Procedures^{ix}

The performance of students is related to the desired learning product for this course, which will be evaluated according to its formation and development of capacities based on the following proposal::

LEARNING PRODUCT	% o points
FORMATION	10%
Responsibility towards commitments made and a positive attitude and critique of this course.	2.5%
Group work and leadership skills	2.5%
Honest conduct in every aspect.	2.5%
Tangible commitment to continuous improvement.	2.5%
COMPETENCIES	90%
Exams: They are objective tests such as partials and finals that can be carried out individually or in groups.	25%
Assignments: All written Works that are assigned between classes and that can be carried out individually or in groups. Integral projects of contents and results of this course are not included here.	20%
Projects: These are the integrative projects of contents and learning results of this course, such as application projects, field or documental research, and projects alike. They are not necessarily or exclusively written works.	30%
Presentations: This refers to the individual or group presentation of assignments, research projects, application projects, essays, etc.	15%
TOTAL:	100%

Bibliography^{ix}

	Type	Title	Author	Publisher	Year
1	Text	International Management: Culture, Strategy, and Behavior	Richard M. Hodgetts, Fred Luthans, Jonathan p. Doh	McGraw-Hill	2006
2	Reference	Transnational Management: Text, Cases & Readings in Cross-Border Management	Christopher A. Bartlett, HARVARD BUSINESS SCHOOL Sumantra Ghoshal, London Business School Paul W. Beamish, University of Western Ontario	MCGraw-Hill	2008
3	Reference	International Business: Themes and Issues in the modern global economy	Debra Johnson, Colin Turmes	Routledge	2003
4	Reference	International Business: The Challenge of Global Competition	Donald Ball	McGraw-Hill	2008
5	Reference	Annual Editions: International Business	Fred H Maidment	McGraw-Hill	2007

