

HUMANITIES AND SOCIAL SCIENCES

Objectives

To prepare professionals who are both qualified to work in the area of administration in public and private companies, and trained to create and run their own companies, with a special emphasis on micro-businesses and small and medium-sized companies. To this end, key tools such as computing, English, and internships will be used.

Areas for Potential Employment

Graduates of this program will be able to hold positions in top or middle management in the areas of production, finance, human resources, marketing, and auditing; likewise, they can work as advisers or consultants for companies. Graduates will also be able to hold administrative positions in public or private companies; design and implement investment projects, marketing research, and organizational structures; and work as researchers or professors in educational and other institutions.

First Semester

- Introduction to Administration
- Principles of Accounting
- Basic Mathematics
- Professional Communication
- Principles of Economics
- Introduction to Law

Second Semester

- Organizational Analysis
- Accounting Systems and Procedures
- Financial Mathematics
- Computer Science Applied to Business
- Microeconomics
- Business Law

Third Semester

- Preparation for Business
- Principles of Cost Accounting
- Probability and Statistics
- Macroeconomics
- Introduction to Marketing
- Research Methodology

Fourth Semester

- Accounting and Financial Information
- The Philosophy of Science
- Inferential Statistics
- Labor Law
- Principles of Personnel

Fifth Semester

- Principles of Management
- Operations Management
- Applied Personnel Management
- Market Analysis
- Managerial Budgeting
- Philosophical Anthropology

Sixth Semester

- Socioeconomic Problems of Mexico
- Applied Management
- Management of Processes: Purchasing and Supplying
- Marketing and the Product
- Human Resources Management

Seventh Semester

- International Trade
- Marketing and Promotion
- Production Management

Business Administration

Student Profile

The student in this program should:

- Be able to analyze and synthesize;
- Enjoy reading and doing research;
- Be creative;
- Be enterprising and determined;
- Be self-disciplined and responsible.

-Systems of Taxation

-Analysis and Interpretation of Financial Statements

Eighth Semester

- Applied Production
- Marketing Research
- Financial Intermediaries
- Administrative Auditing
- Mexican Foreign Trade
- Professional Ethics

Ninth Semester

- Total Quality Management
- Internship
- Business Development
- Design and Evaluation of Investment Projects
- Elective
- Elective

Elective Subjects

- Production Economics
- Agricultural Economics
- Stock Market Instruments
- Economics of the NAFTA Region
- Regional and Environmental Economics
- Economics in the Public Sector

- Industrial Economics
- Economies of the European Union, ALADI, and the Pacific Basin
- Foreign Trade Logistics
- Computer-Aided Manufacturing
- Organizational Ecology
- Workshop: Quality Case Studies
- Workshop: Production Case Studies
- Workshop: Marketing Case Studies
- Workshop: Human Resources Case Studies
- Workshop: Finance Case Studies

- The Japanese Financial System
- International Stock Markets
- Portfolio Management
- The Japanese Market: Business Opportunities
- Latin American Markets
- Canadian Culture and Economy
- Introduction to Chinese Culture
- The Southeast-Asian Economy
- Economy in the European Region
- Public Relations
- Creativity Workshop

- Advertising Design by Computer
- Managerial Problem-Solving
- International Accounting
- Workshop in Current Taxation Procedures
- Trends and Innovations in Accounting
- Dimensional Sales
- European Marketing
- American Marketing
- Asian Marketing
- Visual Communication
- Designing Products and Services
- Public Finance