

HUMANITIES AND SOCIAL SCIENCES

Objectives

To prepare professionals able to apply international trade techniques and assess their conceptual and operative aspects; and to provide these professionals with up-to-date information and tools that will allow them to perform in international business and help them create strategies suitable to the needs of openness and international competition in order to develop the Mexican economy.

Areas for Potential Employment

Graduates of this program will be able to work as directors in foreign trade; on projects for national and international companies; in the public sector, in the area of control of exports and imports; in international economic policy and the economic analysis of foreign trade; as advisors for import and /or export projects; in education, as teachers and academic researchers; as consultants for organizations such as the Banco Nacional de Comercio Exterior (Mexico's Trade Commission), private organizations that support trade, and the Inter-American Development Bank; and in U.N. offices as economic advisers for the diplomatic service.

First Semester

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

Second Semester

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

Third Semester

- Preparation for Business
- Principles of Cost Accounting
- Probability and Statistics
- Macroeconomics

- International Trade
- Research Methodology
- English III

Fourth Semester

- World Geography and Culture
- Calculus Applied to Business
- Introduction to Marketing
- International Law
- The Philosophy of Science
- Balance-of-Trade Analysis
- English IV

Fifth Semester

- Philosophical Anthropology
- Economic Problems in Mexico
- International Economic Structure
- International Marketing Research
- Budgeting
- Business Leadership
- English V

Sixth Semester

- Regulations for Foreign Trade in Mexico
- Basic Finance
- Strategic and Operative Planning
- Product and Product Packaging for Foreign Trade
- North American Economic Policy
- International Negotiation Strategies
- English VI

Seventh Semester

- Total Quality Management
- Financing Systems for Foreign Trade
- International Contracts
- Customs Law
- Distribution Channels
- International Logistics

International Business

Student Profile

The student in this program should:

- Be intuitive in the identification of business opportunities;
- Be sensitive to market needs;
- Be able to analyze and synthesize;
- Be able to assess international competition;
- Be proactive;
- Be creative;
- Have good memory;
- Have a strong sense of responsibility;
- Enjoy foreign languages.

Eighth Semester

- International Trade
 - Agreements of Mexico
- Internship
- International Business:
 - Mock Session
- Design and Evaluation of Investment Projects
- International Promotion and Advertising
- Customs Procedures
- Elective: International

Ninth Semester

- Professional Sales
 - Techniques
- Professional Ethics
- Export Projects
- International Trade
 - Strategies
- Elective: International
- Elective: International Trade

Elective Subjects**International:**

- Southeast-Asian Market
- Latin American Markets
- Economy in the European Region
- Introduction to Chinese Culture
- Canadian Culture and Economy
- The Japanese Market:
 - Business Opportunities

International Trade:

- Tariff Classification
- Franchise Development
- Trends in International Trade Policy
- U.S. Legislation and Customs Procedures