

Student Success

College of Business CETYS University

As part of its continuous improvement process, the College of Business of CETYS University shares data and results of its educational processes with students and alumni:

Alumni Data - Survey 2016

Retention and Graduation Rates 2011-2017

Program Learning Outcomes Achievement

College of Business Alumni Success Data

247 Alumni Surveyed Survey Data: 2016

Alumni Gender

Male	42%
Female	58%

Average Age: 28

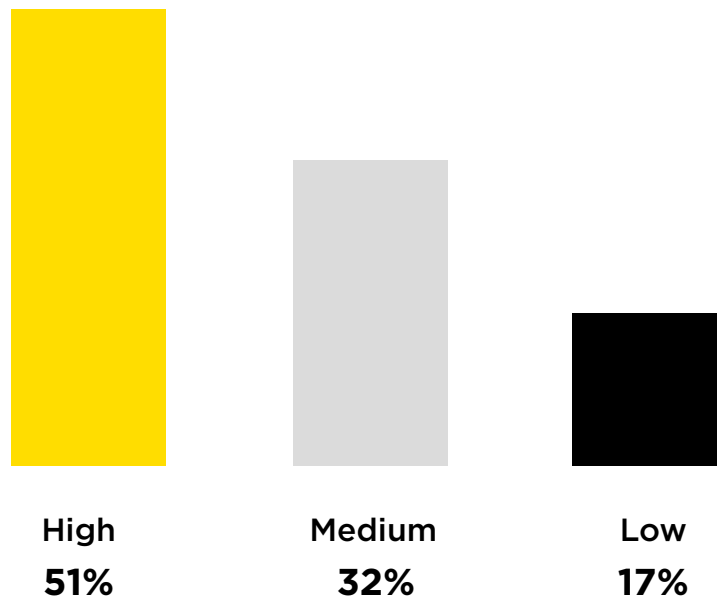
Alumni Year of Graduation

2015	24%
2014	17%
2013	17%
2012	19%
2011	8%
2010	15%

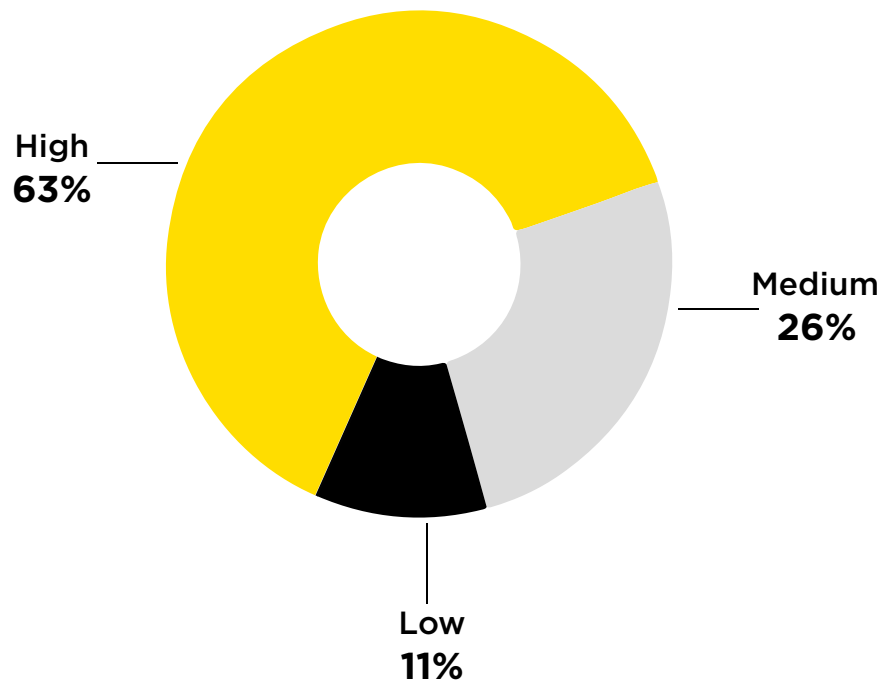
Current Job Status

Full-Time Job	70%
Work and Study	20%
Studying Full-Time	1%
Not working	9%

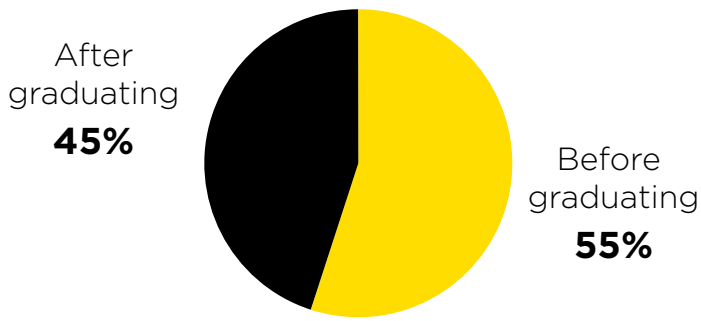
Internship Impact on Current Job



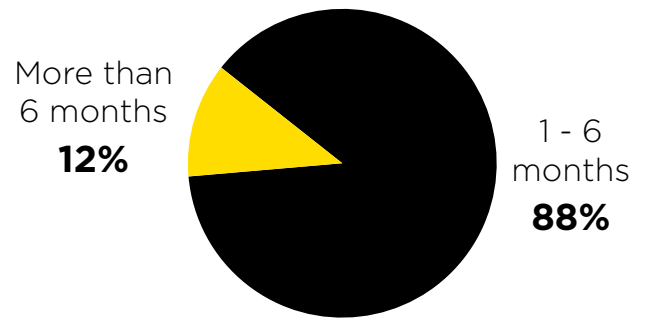
Did Internationalization Have an Impact on Your Work



Time it took to secure work



How long after graduating



Type of Work

20%
Owner/Entrepreneur

24%
Manager/Management

15%
Director/Vice director

41%
Other

CETYS University ACBSP Accredited Programs

Retention and Graduation Data 2011-2017 Undegraduate

Retention 2016-2017 Business College

Degree	Overall	Ensenada	Mexicali	Tijuana
Business	69%	*	76%	62%
Marketing	74%	71%	90%	62%
International Public Accountant	91%	*	92%	89%
International Business	77%	81%	75%	76%

Graduation Rate

Graduation Rate 6th year - Class 2011-2017

Degree	Overall	Ensenada	Mexicali	Tijuana
Business	63%	*	56%	69%
Marketing	68%	-	54%	82%
International Public Accountant	75%	*	80%	69%
International Business	66%	68%	60%	71%

Degree	Retention 1st to 2nd year	Graduation Rate 6th year
Business	69%	63%
Marketing	74%	68%
International Public Accountant	91%	75%
International Business	77%	66%

* *Not offered*

- *No cohort graduated*

Program Learning Outcomes for the Business College (% of students who fulfilled the expected threshold to date)

CETYS University, ACBSP Accredited

Undergraduate Majors

Program Learning Outcomes (PLO's)

% of students who fulfilled the expected threshold to date

Business

Students can create sound business plans, for high value added ventures, always with a vision of sustainability and social responsibility

90%

Students shall capitalize on business opportunities and sector dynamics for effective decision making

85%

Students will suggest holistic solutions for the optimal use of company resources and processes in previously identified areas of opportunity.

78%

Marketing Management

Students can analyze quantitative information from different Marketing variables for effective decision making

90%

Students shall communicate and negotiate effectively the strategies of the organization as a whole.

<60%

Students will develop strategies for a marketing plan, from its inception up until the measurement of its results.

60%

Students can optimize the comercialization of products and services, by developing, implementing techniques and processes with added value from state of the art technology.

<60%

International Public Accountant

Students will implement information systems for accounting, tax and financial purposes, both in private as well as public entities.	90%
Students shall know how to establish companies or business offices for indepent practice.	80%
Students can apply protocols of the Mexican Stock Exchange and the International Finance Market when called for.	<60%
Students shall apply correctly the local tax code and laws and those related from international treaties.	<60%
Students can formulate financial statements in accordance to commonly accepted national and international standards in english and/or spanish	60%
Students will interpret financial statements in a decision process as an internal or external analyst.	75%
Students will be able to carry out accounting, tax and administrative audits as internal or external auditors.	N/A
Students can apply continous improvement options for administrative, accounting or strategic planning areas.	95%

International Business

Students shall formulate a business plan for organizations with international operations	N/A
Students will be able to identify differences in sociocultural, economic, political and legal aspects for the main commercial partners of Mexico.	N/A
Students will develop strategies for international ventures, based on information from the market and a SWOT analysis.	85%
Students will know how to negotiate in multicultural business context always being respectful of diversity	75%
Students will know how to take make the most of international commerce opportunities.	60%
Students shall determine the appropriate institutions and programs for international support in conflict outside of their jurisdiction	N/A
Students will be develop an international logistics plan, taking into consideration technical and customs aspects.	N/A

Managerial Programs

Program Learning Outcomes (PLO's)

% of students who fulfilled the expected threshold to date

Business Management

Students shall develop business plans for new ventures using financial knowledge in order to create high valued added ventures.

70%

Students will know how to identify solutions to strategic problems.

90%

Students are able to determine the best training and retention needs of their human resources.

<60%

Students will adopt information technology in order to have a system that provides the necessary information for decision making.

90%

Students shall analyze the financial information in order to decrease costs and optimize the financial aspect of the company with sound decisions.

95%

Students will develop leadership skills to steer the company personnel toward a positive working environment and achievement of goals.

90%

Students are able to use marketing and commercialization strategies to guide the company to better market position and profits.

70%

Graduate Programs

Program Learning
Outcomes (PLO's)

% of students who fulfilled
the expected threshold to date

MBA

Students will apply critical thinking to the analysis of problems and strategic decision making in the managing of organizations

65%

Students shall develop innovative business models, grounded in the principles of social responsibility

100%

Students will know how to apply the scientific method on cutting edge strategic business knowledge to solve problems related to their concentration area

90%