

New Study Program

Bachelor of Arts in Business Management

A professional capable of achieving the full development and productivity of organizations by adopting managerial best practices and fostering a socially responsible culture, in order to address the needs of today business environments with consistency and adherence to values and ethical standards.

Quarterly plan for those aged 24 and older



3 hours • 3 days • 3 years

For whom is this program intended?

Adults over the age of 24 who have completed their high school or have an unfinished baccalaureate or associate degree, who have acquired work experience in administrative areas and seek to strengthen their performance through a solid educational background that facilitates their professional development to increase their company's competitiveness or to create their own company.

In which areas and/or positions can a graduate in Business Management work?

- Management of commercial, industrial and service enterprises.
- Administrative management in maquila industry.
- Managerial positions in government offices.
- Director of the financial, administrative, or human resources department.
- Consulting services.
- Strategic planning.
- Financial consulting.
- Regional manager for corporate firms.
- Business management consultant.

For further information, contact us at :

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What is the BABM's required profile?

- Interest in acquiring professional training in business management.
- Proactive attitude to partake in and contribute to regional, national, and international economic development.
- A drive towards business management, operations, and development of organizations.
- Motivation towards creating, starting, and managing new companies.

Which are the skills you will acquire as a graduate from BABM?

Efficiently manage existing or newly created companies through the administration and marshaling of material resources, human capital, information tools, and generation of information; this in order to analyze the financial standing of a company, develop different scenarios, and make ethical decisions from a perspective of profitability and social responsibility.



Which courses would I enroll in while studying this program?

The BABM is comprised of:



STUDY PROGRAM

QUARTER 1

- Effective communication techniques
- Administration
- Financial Accounting

QUARTER 5

- Economy
- Business Law
- Costing

QUARTER 9

- Entrepreneurship Development
- Project Management
- Human behavior within the organization

QUARTER 2

- Information Management
- Marketing Management
- Mathematics for business (Introductory course)

QUARTER 6

- Globalization, Culture and Society
- Labor Law and Social Security
- Administrative Accounting

QUARTER 10

- Interpretation of Market Research
- Intelligence and Sales Management
- Optative I

QUARTER 3

- Research Methodology
- Mathematics for Business (Advanced course)
- Intermediate Accounting

QUARTER 7

- Financial Administration
- Financial Analysis
- Strategic Management

QUARTER 11

- Investment projects
- Business leadership lessons
- Optative II

QUARTER 4

- Human Capital Management
- Probability and Statistics
- Fiscal Framework

QUARTER 8

- Marketing strategies
- Administration of SMEs and Franchises
- Budgeting

QUARTER 12

- Sustainable Businesses
- Senior Management Seminar
- Capstone project

ELECTIVE COURSES

COURSES TO CHOOSE

- Neuro-linguistic Programming applied to Sales
- Supply chain management
- New product and brand development
- Banking and Financial Services
- Training, Work Competencies and productivity
- Auditing and Administrative Consulting

*6 elective courses. The student will select one course in the 10th quarter and another in the 11th quarter according to the area of interest they wish to reinforce: Finance, marketing, or human resources.