

Classes 100% in English



Global  
Program

## Licenciado en **Negocios Internacionales**

Professional with a strong entrepreneurial and leadership orientation, who is capable of identifying, planning and implementing business projects at companies with international activities. They understand the distinctive characteristics of cultures that interact in the different economic blocs around the world; take advantage of opportunities for trading goods and services internationally; and know how to bring foreign products into domestic markets, including the understanding of what is needed for foreign direct investment deals and operations.

### Career Paths

- National and international corporations.
- Embassies and representative offices abroad.
- International Sales Manager
- Export and Import Manager or Director.
- Commercial Attaché in other countries.
- Foreign Investment Promotion.
- Consultant.

### Student Profile

- Interest in studying administration and business.
- Dedication to higher education-level coursework demand.
- Interpersonal relations skills.
- Negotiation skills.
- Ability to work in interdisciplinary teams.
- Ability to communicate orally and in writing.
- Critical, analytical, abstract reasoning and argumentation skills.
- Preference for technical and scientific reading.

### Graduate Profile

Graduates of this program will be capable of creating business plans for companies with international trade activities, formulating international business strategies based on market and environmental analysis, and

negotiating in multicultural business contexts while being open and respectful of diversity.

### Distinctive Elements of CETYS Education

- Internationalization.
- Entrepreneurship and Innovation.
- Linkage with the Community.
- Culture of Information.
- Sustainability.
- Social Responsibility

We have a network of partnerships with more than 100 universities around the world, which promotes student exchange and allow you to live an international experience.



This program  
is accredited by



Only University  
in Mexico  
accredited by

WASC

Graduates from this program will earn the official Mexican undergraduate degree certificate "Licenciado en Negocios Internacionales".



**3**  
AXES

- General training
- Basic Training Administration
- Training Bachelor in International Business

**45**  
COURSES

**8**  
SEMESTERS

## CURRICULUM

**01**

### FIRST SEMESTER

- Information Management
- Oral and Written Communication in Spanish
- Financial Accounting
- Management
- Private Law
- Introduction to the Bachelor in International Business

**02**

### SECOND SEMESTER

- Research Methodology
- Intermediate Accounting
- Mathematics
- Economics
- Legal Framework of International Business
- Geography of International Business

**03**

### THIRD SEMESTER

- Globalization, Culture and Society
- Financial Analysis
- Statistics
- Marketing Management
- Labor Law and Social Security
- International Economics

**04**

### FOURTH SEMESTER

- Contemporary Art and Culture
- Costs
- Operations Management
- Talent Management
- International Marketing
- Transcultural Behavior

**05**

### FIFTH SEMESTER

- Oral and Written Communication in English
- Administrative Accounting
- Management Information Systems
- Supply Chain Management
- International Trade
- International Market Analysis

**06**

### SIXTH SEMESTER

- Human Being and Society
- Financial Management
- Global Citizenship
- Global Strategic Management
- Foreign Trade Regulations

**07**

### SEVENTH SEMESTER

- Human Being and Sustainability
- Entrepreneurship Development
- Elective I
- International Finance
- Customs Management

**08**

### EIGHTH SEMESTER

- Human Being and Ethics
- Elective II
- International Business Seminar
- International Negotiation Skills
- International Logistics

### For more information:

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