

# MBA

## Master of Business Administration

For over 20 years, CETYS Universidad's MBA program has fulfilled the needs of the business community. With a solid reputation and a strong applied knowledge base, the program's alumni are highly competitive leaders with a focus on developing a global vision, building senior management capabilities, fostering innovation, and promoting entrepreneurship to successfully face the dynamic challenges of the business environment.

### A CETYS' MBA STUDENT WILL DEVELOP:

- In-depth knowledge in one of six specializations offered: Top Management, Supply Chain, Entrepreneurship, Finance, Marketing, and Human Resources.
- Skills for developing and managing continuous improvement projects.
- Ability to successfully develop a business proposal from the ground up and access a solid Entrepreneurial Ecosystem.
- Relevant international experience through in-country seminars held in the United States, Spain, Netherlands, Colombia, or Israel.
- A commitment to apply their newly acquired knowledge and skills towards making a positive impact in the community.

### LIVE THE EXPERIENCE:



- You can take up to **7 subjects from home.**
- **Project** startup.
- **Business** case study analysis.
- Real-life, **relevant field knowledge.**
- **Flexible** educational model.
- **Schedules compatible** with working hours.

# CURRICULUM

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8 trimesters • 16 subjects • 6 concentration areas

### CURRICULUM STRUCTURE

#### SUBJECTS ORGANIZED BY BLOCKS

<b>Fundamentals</b>	<ul style="list-style-type: none"><li>• Entrepreneurship Development</li><li>• Business Ethics</li><li>• Statistics for Business</li></ul>
<b>Core</b>	<ul style="list-style-type: none"><li>• Supply Chain Management</li><li>• Administrative Accounting</li><li>• Global Economics</li><li>• Human Resources Management</li><li>• Strategic Marketing</li></ul>
<b>Integration</b>	<ul style="list-style-type: none"><li>• Competitive Strategy &amp; Corporate Social Responsibility</li></ul>
<b>Concentration</b>	<ul style="list-style-type: none"><li>• Concentration I</li><li>• Concentration II</li><li>• Concentration III</li><li>• Concentration IV</li></ul>
<b>Elective</b>	<ul style="list-style-type: none"><li>• Elective I</li><li>• Elective II</li></ul>
<b>Integration II</b>	<ul style="list-style-type: none"><li>• Capstone Project</li></ul>

### CONCENTRATIONS

-  Top Management
-  Supply Chain
-  Entrepreneurship
-  Finance
-  Marketing
-  Human Resources



International experience



Professors holding Ph.D. and terminal degrees



International Distinguished Chairs

Ranked as one of the "Best MBA Programs" by:

América  
economía

EXPANSION

Reader's  
digest

Internationally accredited higher education:

WASC



CGSB is a member of:



BALAS  
BUSINESS ASSOCIATION OF LATIN AMERICAN STUDIES

AACSB

BABSON COLLEGE

Collaborative For  
Entrepreneurship Education  
Member Since 2017



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www.cetys.mx/gsb