

# MBA:

## Master in Business Administration - Double Degree

**CETYS Universidad** and the **University of San Diego (USD)** have designed a unique cross-border educational experience to train professionals with a global vision and deep understanding of the business environment. Capitalizing on the unique setting provided by the Mexico/US border region and a bicultural business community, the program is focused on the development of capabilities for senior managerial positions.

### Ready to live this experience?

- ▶ Develop skills that allow you to understand business from an international perspective.
- ▶ Learn best practices with professors from both countries.
- ▶ Both institutions hold the WASC quality accreditation, the most important academic quality, US-based certification of its kind.
- ▶ Upon completion of this program, a graduate will obtain two degrees:
  - **Master of Business Administration, CETYS Universidad**
  - **Master of Arts in Leadership Studies, USD**

### About the USD:



Internationalization



Innovation



Entrepreneurship

- Ranked as one of the best Universities for:

BUSINESS  
INSIDER



Forbes



# CURRICULUM

Master of Business Administration, CETYS Universidad  
Masters of Arts in Leadership Studies, USD

2 degrees • 2 universities • 16 subjects • Open admissions all year

## PROGRAM STRUCTURE

SUBJECTS ORGANIZED BY BLOCKS		CETYS	USD
<b>FUNDAMENTAL BLOCK</b>	<ul style="list-style-type: none"> <li>• Entrepreneurship Development</li> <li>• Business Ethics</li> <li>• Statistics for Business</li> </ul>	• • •	
<b>COMMON CORE BLOCK</b>	<ul style="list-style-type: none"> <li>• Financial Management for Decision Makers</li> <li>• Human Resources Management</li> <li>• Strategic Marketing</li> <li>• Supply Chain Management</li> <li>• Global Economics</li> </ul>	• • • • •	
<b>CONCENTRATION IN TOP MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• Modern Subjects in Senior Management **</li> <li>• Organizational Development and Change Management</li> <li>• Transcultural Management</li> <li>• International Strategic Management</li> </ul>		• • • •
<b>ELECTIVE BLOCK</b>	<ul style="list-style-type: none"> <li>• Leadership and Sustainable Development</li> <li>• Select Top Management Topics</li> </ul>		• •
<b>INTEGRATION BLOCK</b>	<ul style="list-style-type: none"> <li>• Competitive Strategy with Social Responsibility</li> <li>• Capstone Project</li> </ul>	•	•

- \* Subjects taught 100% in English.
- \* Transportation, accommodation, meals, and other personal expenses are the responsibility of the student.
- \*\* Subject with mandatory international travel by USD.

Be aware and understand your environment through this transformative experience



Get the benefits of both institutions



Program affiliated to the CGSB

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

**América**  
economía

EXPANSION

Reader's  
digest

Internationally accredited higher education:

**CGSB** is a member of:



**Mexicali**

posgrado.mexicali@cetys.mx  
+52 (686) 567-3700 Ext. 1038  
Núm. gratuito: 800-238-9769

**Tijuana**

posgrado.tijuana@cetys.mx  
+52 (664) 903-1800 Ext. 2220  
Núm. gratuito: 800-026-6123

**Ensenada**

posgrado.ensenada@cetys.mx  
+52 (646) 222-2300 Ext. 3175  
Núm. gratuito: 800-025-6311

CETYS University is a non-profit institution sponsored by Instituto Educativo del Noroeste, A.C. (IENAC)

RVOE SEBS, mayo 2015: No.BC-034-M1/15, No.BC-050-M2/15, No.BC-066-M3/15

| [www.cetys.mx/gsb](http://www.cetys.mx/gsb)

