



MBA:

Master in Business Administration - Triple Degree

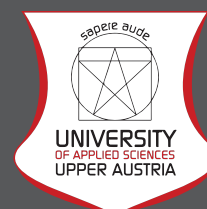
Outstanding graduate-level professional training experience in Northwest-Mexico spanning three countries and three continents.

A comprehensive program designed for those seeking to develop profound multicultural professional skills and a greater understanding of the business world through a unique academic experience in Mexico, Austria, and Vietnam.

A full-time program taught 100% in English, a result of a collaboration agreement among **CETYS Universidad** (Mexico), **Vietnamese-German University** (VGU, Vietnam), and **University of Applied Sciences Upper Austria** (UASUA, Austria). In addition to the classroom experience, business linkage activities are offered in those three countries.

Upon completion of this global program, the students will obtain three postgraduate degrees:

- Master in Business Administration with a focus on Marketing at CETYS Universidad, Mexico.
- Master in Business Administration VGU, Vietnam
- Master in Global Sales & Marketing UASUA, Austria



CURRICULUM

Master in Business Administration, CETYS Universidad

Master in Business Administration VGU, Vietnam

Master in Global Sales & Marketing UASUA, Austria

3 degrees • 3 universities • 3 countries • Open admissions all year

PROGRAM STRUCTURE

CETYS Universidad, México

- Human Resources Management
- Statistics for Business
- Business Ethics
- Entrepreneurial Development
- Global Economy
- Contemporary Issues in Senior Management
- Investigation Methodology
- Capstone Project

*Subjects 100% in English.

*Transportation, lodging, food, and other personal expenses are not included.

Vietnamese-German University, Vietnam

- Business Design Thinking
- Financial Management
- Integrated Marketing Communication
- Strategic Information Management
- Language Course (Vietnamese) & Culture

University of Applied Sciences Upper, Austria

- Applied Innovation Management
- International Marketing and Communication
- Marketing and Sales Analytics
- Critical Analytical Thinking
- Language Course (German) & Culture



- Learn from distinguished international chairs and professors with extensive experience.



- Program affiliated to the CGSB

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

América
economía

EXPANSION

Reader's
digest

Internationally accredited higher education:



Mexicali

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

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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

www.cetys.mx/gsb