

CETYS University
Retention and Graduation
Undegraduate

Retention 2021-2022 Business College		Campus		
Degree	Overall	Ensenada	Mexicali	Tijuana
Business	80%	*	82%	78%
Marketing	82%	71%	83%	84%
International Public Accountant	96%	*	100%	90%
International Business	85%	89%	77%	92%
Logistics	86%	75%	95%	73%
Business Intelligence and Innovation	83%	87%	63%	100%

* Not offered

Graduation Rate 6th year - Class 2016-2022		Campus		
Degree	Overall	Ensenada	Mexicali	Tijuana
Business	68%	*	79%	55%
Marketing	78%	71%	81%	78%
International Public Accountant	78%	*	81%	74%
International Business	66%	71%	62%	66%

* Not offered

Had a job	
Before graduating	91%
After graduating	9%

Positive impact of internships on current employment	
Ensenada	85%
Mexicali	77%
Tijuana	74%

<i>Program Learning Outcomes</i>		
		%
LAE	1. Develop business models and plans that support creating new companies in sectors with high added value and under a sustainability vision within an ethical framework and social commitment.	83%
	2. Design strategies to capitalize on business opportunities considering the environment and the dynamics of the sector for effective decision making.	100%
	3. Propose comprehensive solutions for optimizing the company's resources and processes in previously identified problems.	90%

<i>Program Learning Outcomes</i>		
		%
LAM	1. Analyze quantitative information on the different variables that make up the marketing disciplines for decision-making.	72%
	2. Communicate and negotiate the strategies integrated by the organizations effectively.	92%
	3. Develop strategies within a marketing plan, from conceptualization to measurement of results.	89%
	4. Optimize the marketing of products or services by developing, implementing, and managing processes and techniques with cutting-edge technology, giving differentiated value.	100%

<i>Program Learning Outcomes</i>		
		%
CPI	1. Design, implement, and present useful, reliable, and timely financial information for decision-making.	92%
	2. Design and implement accounting systems for the company's needs and within the global environment in which it operates.	92%
	3. Apply the protocols in investments in the Mexican Stock Exchange and the International finance market.	78%
	4. Establish procedures for reviewing and controlling the operations and economic results of the company.	69%
	5. Analyze, interpret, and use national and international tax laws and regulations.	89%
	6. Efficiently manage the company's budget and finances.	96%
	7. Master accounting tools and advise senior management on accounting, tax, and financial matters.	24%
	8. Develop a vision that allows acting at the national and international level as an expert in generating and using financial information.	78%

Program Learning Outcomes		
		%
NL	1. Make a business plan for companies with international trade operations.	N/D
	2. Identify Mexico's main trading partners' sociocultural, economic, political, and legal differences.	93%
	3. Formulates international business strategies based on market information and environmental analysis.	97%
	4. Develop negotiations in multicultural business contexts respecting diversity.	91%
	5. Apply international trade for companies with international business opportunities.	84%
	6. Differentiate international aid institutions and programs for developing projects and resolving conflicts outside the jurisdiction.	N/D
	7. Develop an international logistics plan considering technical and customs aspects.	95%

Program Learning Outcomes		
		%
ILO	1. Directs the international logistics of an organization through knowledge, skills and management of financial, human, facilities and equipment resources to strengthen the profitability of public and private companies.	100%
	2. Solves logistics problems through the use of information systems tools and quantitative elements for the optimal use of resources in logistics operations and decision-making in an international context.	85%
	3. Manages human capital through leadership skills, work in multidisciplinary teams, and project organization, which proactively contributes to the innovation of logistics processes and sustainable development for the efficient achievement of organizational objectives from an ethical and legal framework.	N/D
	4. Implements logistics strategies by analyzing the internal and external environment of the organization to promote the optimal movement of products and services at a regional, national, and international level.	94%
	5. Directs global logistics projects by managing relationships with suppliers, employees, customers, consumers, shareholders and media, with a positive image of the organization and establishing effective communication channels to improve the organization's positioning in the market, and its profitability.	93%
	6. Interprets quantitative information in areas of materials handling, transportation, distribution, storage, finance, and customer service through the use of information technologies for making strategic decisions to benefit the logistical and economic performance of the organization.	59%
	7. Analyzes the international context from a supply chain perspective through the evaluation of the processes that entail the effective flow of products, services, and information to detect strengths and opportunities for improvement and business.	71%
	8. Applies the national and international legal framework in the logistics operations of goods and services according to the organization's needs by identifying the benefits of Mexico's international treaties to use them in import and export projects.	100%

<i>Program Learning Outcomes</i>		
		%
INI	1. Analyze data that allows assertive decision-making at any organizational level in the company.	68%
	2. Develop organizational intelligence to optimize the functional areas of the company in such a way that the company's performance becomes more efficient.	56%
	3. Present information that considers a comprehensive vision of the company to identify areas of improvement that lead to greater competitiveness.	56%
	4. Analyze the business environment to detect business opportunities that allow the company's market to expand.	100%
	5. Determine the company's technological needs for infrastructure, equipment, systems, and software.	94%
	6. Evaluate and develop technological solutions as part of the company's product and service offering or its internal operation.	97%
	7. Develop business models under a sustainability vision within an ethical framework and social commitment.	100%

Program Learning Outcomes - Executive Program		
		%
LDN	1. Propone Planes de Negocio mediante conocimientos y habilidades de planeación financiera y de diseño de estrategias con la finalidad de detectar necesidades y sustentar la creación de nuevas empresas en sectores de alto valor agregado locales, nacionales e internacionales.	76%
	2. Propone soluciones integrales mediante sus conocimientos y habilidades de planeación estratégica para la optimización de los recursos de la compañía y sus procesos en problemas previamente identificados.	84%
	3. Propone políticas mediante el uso de sus habilidades de administración del recurso humano para identificar y atender las necesidades de formación, capacitación y retención del capital humano ideal para la organización.	100%
	4. Adopta tecnologías de la información mediante sus conocimientos y habilidades de dirección, administrativas, de comunicación y tecnológicas creando un sistema de información confiable y actualizada para el logro del desempeño eficiente de la organización y la toma de decisiones.	89%
	5. Analiza la información financiera a partir de los reportes e informes contables de la empresa proponiendo estrategias de reducción de costos mediante sus habilidades y Conocimientos de control presupuestal a fin de optimizar los recursos financieros y materiales de la empresa tomando las mejores decisiones.	92%
	6. Maneja relaciones con proveedores, empleados, clientes, consumidores, accionistas, entre otros, mediante sus habilidades de liderazgo, estrategias de dirección, desarrollo organizacional y de recursos humanos para así generar una imagen positiva de la organización y establecer vías de comunicación eficaces que le permitan el crecimiento financiero y el logro de las metas de la empresa.	100%
	7. Gestiona el uso de estrategias de mercadotecnia y comercialización a partir de la detección de necesidades como parte de sus estrategias de dirección que le permitan asegurar el posicionamiento de la empresa y mantener su rentabilidad y crecimiento.	100%

<i>Program Learning Outcomes</i>		
		%
MBA	Apply critical thinking to diagnose problems and make strategic decisions in the administration of organizations	81%
	Create innovative business models that adhere to the principles of corporate social responsibility	94%
	Use the scientific method based on the state of the art of strategic management in solving problems related to your area of concentration.	89%