

MBA:

Master in Business Administration - Dual Degree

CETYS University 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.

Why to live this experience?

- Develop skills that allow you to understand business from an international perspective.
- Learn best practices with professors from both countries and in two languages.
- 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 University**
 - **Master of Science in Global Leadership, University of San Diego**

About the USD:



Internationalization



Innovation



Entrepreneurship

- Ranked as one of the best Universities for:

BUSINESS
INSIDER



Forbes



CURRICULUM

Master in Business Administration - Double Degree

2 degrees • 2 universities • 16 subjects

PROGRAM STRUCTURE

SUBJECTS ARE ORGANIZED BY BLOCKS		CETYS	USD
FUNDAMENTAL BLOCK	<ul style="list-style-type: none"> • Entrepreneurship Development • Business Ethics • Business Statistics 	● ● ●	
COMMON CORE BLOCK	<ul style="list-style-type: none"> • Financial Administration for Management • Human Resources Management • Strategic Marketing • Supply Chain Management • Global Economics 	● ● ●	● ●
CONCENTRATION IN TOP MANAGEMENT	<ul style="list-style-type: none"> • Leadership and Sustainable Development • Select top management Topics • Transcultural Management • International strategic Management 	●	● ● ●
ELECTIVE BLOCK	<ul style="list-style-type: none"> • Corporative and Institutional Communication • Organizational development and Change Management 	●	●
INTEGRATION BLOCK	<ul style="list-style-type: none"> • Competitive Strategy with Responsibility • Capstone Project 	●	●

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" for:



EXPANSION



Internationally accredited higher education:

CGSB is a member of:



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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

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