



# MBA:

## Master in Business Administration - Triple Degree

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The salient, 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 Taiwan.

A full-time program taught 100% in English, a result of a collaboration agreement among **CETYS University** (Mexico), **Providence University** (PU, Taiwan), 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 CETYS University, Mexico
- Global Master in Business Administration PU, Taiwan
- Master in Global Sales & Marketing UASUA, Austria



# CURRICULUM

## Master in Business Administration - Triple Degree

3 degrees • 3 universities • 3 countries

### PROGRAM STRUCTURE

#### CETYS Universidad, México

- Statistics for Business
- International Strategic Management
- Business Ethics
- Development of Entrepreneurial Projects
- Global Economics
- Contemporary Top Management Topics
- Research Methodology
- Capstone Project

\*Subjects 100% in English.

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

#### Providence University, Taiwán

- Marketing Data Science
- Human Resource Management
- Financial Management for Decision Makers
- Administrative Accounting
- Language Course (Mandarin) & Culture

#### University of Applied Sciences Upper, Austria

- Consumer Behaviour
- Digital Marketing
- Strategic Marketing
- Select Marketing Topics
- Language course (German) & culture
- Intercultural management



- 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:



CGSB is a member of:



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