

LNIC Global Program

Bachelor's Degree **International Business**



Professional with a strong entrepreneurial and leadership orientation, who is capable of identifying, planning and implementing business projects at companies with international activities. They understand the distinctive characteristics of cultures that interact in the different economic blocs around the world; take advantage of opportunities for trading goods and services internationally; and know how to bring foreign products into domestic markets, including the understanding of what is needed for foreign direct investment deals and operations.

Career Paths

- National and international corporations.
- Embassies and representative offices abroad.
- International Sales Manager.
- Export and Import Manager or Director.
- Commercial Attaché in other countries.
- Foreign Investment Promotion.
- Consultant.

Student Profile

- Interest in studying administration and business.
- Dedication to higher education-level coursework demand.
- Interpersonal relations skills.
- Negotiation skills.
- Ability to work in interdisciplinary teams.
- Ability to communicate orally and in writing.
- Critical, analytical, abstract reasoning and argumentation skills.
- Preference for technical and scientific reading.

Graduate Profile

Graduates of this program will be capable of creating business plans for companies with international trade activities, formulating international business strategies based on market and environmental analysis, and negotiating in multicultural business contexts while being open and respectful of diversity.

Distinctive Elements of CETYS Education

- Internationalization.
- Entrepreneurship and Innovation.
- Linkage with the Community.
- Culture of Information.
- Sustainability.
- Social Responsibility.

We provide a collaboration network of **more than 100 universities** worldwide, which allows student exchange and the opportunity to live an international experience.



This program is accredited by



Graduates from this program will earn the official Mexican undergraduate degree certificate "Licenciado en Negocios Internacionales".

¿Which courses will you take in the Global Program in International Business?



This undergraduate program is comprised of the following curriculum:

3

AXES



- General training
- Basic Training Administration
- Training Bachelor in International Business



45

COURSES



8

SEMESTERS

Academic curriculum

1st. SEMESTER

- Information Management
- Oral and Written Communication in Spanish
- Financial Accounting
- Management
- Private Law
- Introduction to the Bachelor in International Business

2nd. SEMESTER

- Research Methodology
- Intermediate Accounting
- Mathematics
- Economics
- Legal Framework of International Business
- Geography of International Business

3rd. SEMESTER

- Globalization, Culture and Society
- Financial Analysis
- Statistics
- Marketing Management
- Labor Law and Social Security
- International Economics

4th. SEMESTER

- Contemporary Art and Culture
- Costs
- Operations Management
- Talent Management
- International Marketing
- Transcultural Behavior

5th. SEMESTER

- Oral and Written Communication in English
- Administrative Accounting
- Management Information Systems
- Supply Chain Management
- International Trade
- International Market Analysis

6th. SEMESTER

- Human Being and Society
- Financial Management
- Global Citizenship
- Global Strategic Management
- Foreign Trade Regulations

7th. SEMESTER

- Human Being and Sustainability
- Entrepreneurship Development
- Elective I
- International Finance
- Customs Management

8th. SEMESTER

- Human Being and Ethics
- Elective II
- International Business Seminar
- International Negotiation Skills
- International Logistics

