



Catalog 2024-2026

Academic Programs



CETYS Universidad is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges (WASC), 985 Atlantic Avenue, #100, Alameda, CA 94501, 510-7489001.

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Dr. Fernando León

President of the
CETYS University System

Message from the President

Welcome to CETYS University

Studying at CETYS University will be one of the most important decisions of your life. The education you will receive in our classrooms will give you an added value as an individual and as a professional, paving the way for better opportunities through our faculty, linkage, agreements with universities throughout the world, state-of-the-art infrastructure, and student life.

CETYS has the best academic offer in the region, providing students with the opportunity to stand out in a highly-competitive world. It is our commitment to provide access through financial aid and agreements with the best universities around the world, all while staying at the forefront with our academic offer, because we believe in the ability of human beings to achieve their dreams.

Our Institution was founded in 1961 with the firm idea that a region does not develop if there is no high-quality education available. After 60 years we can see more than ever that this is true. This idea reflects in our 2036 vision.

We want to take our university to the highest levels of quality, making CETYS an institution that contributes to the current and future development of the region, but that also impacts globally.

Dr. Fernando León García

President of the CETYS University System



University Profile

Governance

Instituto Educativo del Noroeste, A.C. (IENAC) is a nonprofit organization which has sponsored Centro de Enseñanza Técnica y Superior (CETYS University) since its foundation in 1961. IENAC is composed of close to one hundred regional leaders, who share CETYS' Mission and strive to ensure its fulfillment.

Office of the President

The Office of the President of CETYS University System is composed by the following members and functions at a state-wide level.

Fernando León García
| **President**

Alberto Gárate Rivera
| **Vice President for Academic Affairs**

Arturo Álvarez Soto
| **Vice President for Finance and Administration**

Jessica Ibarra Ramonet
| **Vice President for Development and Student Experience**

Mónica Manzanilla Arellano
| **Vice President for Institutional Advancement**

Carlos H. García
| **Director of Institutional Relations and Chief of Staff**

Guadalupe Sánchez Vélez
| **Dean of the College of Business and Administration**

Juan Terrazas Gaynor
| **Dean of the College of Engineering**

José Luis Bonilla Esquivel
| **Dean of the College of Social Sciences and Humanities**

Monica López Sieben
| **Dean of the CETYS Graduate School of Business**

Mario Dipp Núñez
| **Mexicali Campus Dean**

Francisco Vélez Torres
| **Ensenada Campus Dean**



Yanina Rubio Bojórquez

| **Tijuana Campus Dean;**

Carlos A. González Campos

| **Dean for Institutional Effectiveness and Accreditation**

Francisco Reyes Cervantes

| **Director of Institutional Communications**

Sergio Zúñiga Cerball

| **Director of Institutional Marketing**

Mission y Vision

Mission

Since 1961, we've been shaping individuals with the intellectual and moral capacity to become agents of change, positively impacting the economic, social, and cultural improvement of their country.

Vision

As a part of the 2036 CETYS Plan, CETYS University aims to be a distinguished educational institution renowned both nationally and internationally for its transformative educational experience, culture of innovation, and significant impact on the community.

History and Educational Model

The Center for Technical and Higher Education (CETYS University) is a private institution of educational excellence, born in 1961 in Baja California under the sponsorship of a group of visionary entrepreneurs committed to education. CETYS University built campuses in Tijuana in 1972 and Ensenada in 1975, providing the state with high quality education.

For more than 60 years educating leaders who have a positive impact across the Mexico-United States border, over forty thousand students have graduated from the High School, Undergraduate and Graduate Programs.

CETYS is currently ranked as one of the best universities in the country. Its Educational Model is student-centered, with curricular and co-curricular elements adapted to fit today's professional requirements and those of the future. At CETYS we teach through the following pedagogical principles: Learning, Doing, Wellbeing and Coexistence.

Campus and Facilities

CETYS University has three campuses in the state of Baja California, Mexico: Ensenada, Mexicali and Tijuana.

Ensenada Campus

Founded in 1975, CETYS University, Ensenada International Campus, began offering High School. In 1979, the Undergraduate Programs were launched starting with the Accounting and Business Administration School. It currently offers General and Bilingual High School, Undergraduate and Graduate Programs with more than one thousand students.

At the Ensenada Campus, students have access to laboratories and specialized workshops, specific classrooms for cultural activities, and state-of-the-art academic and sports infrastructure. Also being the International Campus we offer summer and winter programs and more.

Mexicali

The Mexicali Campus is the oldest and has the largest student population of the system, with almost 4,000 students. To date, this campus offers the General and International High School, as well as Undergraduate Graduate Programs. High quality programs, a dynamic student life, and facilities that inspire collaboration and innovation enhance our student's academic journey.

Tijuana

CETYS Tijuana Campus began operations in 1972, with High School. Two years later it started two Undergraduate Programs: Public Accounting and Business Administration. Currently, this campus offers General and International High School, as well as Undergraduate Graduate Programs, to almost 4,000 students. At the Tijuana Campus, students have access to laboratories and specialized workshops, specific classrooms for cultural activities, and state-of-the-art academic and sports infrastructure.

CETYS 2036 Development Plan

CETYS University will distinguish itself for providing a transformative experience, establishing a culture of innovation, significant impact on the community, and national and global transcendence.

4 pillars:

- Delivering Transformative Experiences
- Culture of Innovation.
- Significant Impact.
- National and Global Relevance.

This plan defines the vision of the institution for the next few years and proposes a CETYS committed to its Mission and with the highest quality programs, which allows transcending from regional and national recognition to an international impact.

Our Development Plan guides the university in becoming a high-quality institution, with worldwide impact, that functions as a learning community, and recognized by its actions and results in favor of sustainable development.

Recognition and Accreditations

Official Validity and Institution of Excellence

All CETYS programs are acknowledged by the State of Baja California Secretary of Public Education. In all cases, besides the general agreement, there is a particular written recognition for each Bachelor's Degree, program, or curriculum offered in each campus.

Institutional Accreditations

CETYS is accredited by agencies certifying academic quality and educational models, adhering to the highest quality standards in national and international levels.

Accreditations represent a public acknowledgement of quality and constitute a guarantee that the program complies with infrastructure and staff to be offered with the highest efficiency.

Evaluation for institutional accreditation focuses on the objectives of higher education institutions including universal elements, comprehensive training, the creation, development and transmission of knowledge, and contribution to the educating of professionals and consolidation of academic communities.

It also considers the achievement of institutional projects and focuses on the way the institution faces the fulfillment of its core functions in the different fields of action of higher education, institutional climate, available resources, and the overall performance.

a) Federation of Mexican Private Institutions of Higher Education (FIMPES)

CETYS University is accredited by FIMPES with the highest distinction (2020-2027).

With FIMPES accreditation, our students are certain that they study in an institution with its own, proven quality model, in addition to the confidence in the education they will receive, for its quality, as well as for an educational environment suitable for the training in values combined with a vision of the Mexican reality and the opportunities of social participation and the prestige of belonging to a school committed to society.

International Accreditations

a) Western Association of Schools and Colleges (2017-2027)

As part of the process of increasing academic quality in international terms, in 2012 CETYS University became the first institution in Latin America to be accredited by the Western Association of Schools and Colleges (WASC). In 2017 CETYS was again reaccredited for 10 years. WASC is one of the six most important certifying bodies in the United States, and being accredited by WASC, CETYS is at the same academic level as institutions like the University of California, Los Angeles (UCLA), University of Southern California (USC), Stanford University and San Diego State University (SDSU), among other 150 affiliated universities.

With this accreditation, students from CETYS can transfer credits to any accredited institution in the United States. This also facilitates the obtention of dual degrees, international exchange, and credit transfer for CETYS students.

b) Accrediting Board for Engineering and Technology (ABET)

The Industrial Engineering, Mechatronics Engineering and Mechanical Engineering programs at Campus Mexicali are accredited by the Engineering Accreditation Commission of ABET.

c) Accreditation Council for Business Schools and Programs (ACBSP)

The College of Administration and Business of the CETYS University System is the first Higher Education Institution in the Northwest of Mexico to receive international accreditation from the Accreditation Council for Business Schools and Programs.

National Accreditation Programs

a) National Council for Psychology Education and Research (CNEIP)

The National Council for Psychology Education and Research (CNEIP) carries out processes of assessment and accreditation of educational programs in the following disciplines: Clinical, Educational, Organizational, and Child Psychology. CETYS educational programs: assessed and in process of being reaccredited.

b) Accreditation Council for Engineering Education (CACEI)

The Accreditation Council for Engineering Education (CACEI) is the body that assesses and certifies the engineering programs that CETYS University offers. CETYS educational programs assessed and accredited.

c) Accreditation Council for Accounting and Management Education (CACECA)

The Certification Council for Accounting and Management Education (CACECA) is the body that assesses and accredits some of the graduate programs that CETYS University offers.

d) Accreditation Council for Law Education (CONAED)

The Certification Council for Law Education (CONAED) promotes the improvement of the quality of legal education, through accreditation, the basic criteria of

quality is established in order to verify that the schemes are consistent with advances in scientific and legal techniques, as well as the social requirements of a responsible and ethical practice.

Details of all Accreditations by campus:

<https://www.cetys.mx/calidad-acreditada>

CENEVAL

The quality of education is a recurring theme in our society. Some bodies assess programs, others, inputs or processes, and some others emphasize the assessment based on results. The National Center for Higher Education Assessment (CENEVAL) deals with the assessment of people and provides information on the results of the educational action of schools, universities, companies, educational authorities, organizations of professionals of the country, and other governmental and private bodies.

Each year, the graduating students from the CETYS University System take the General Exam for Completion of the Bachelor's degree (EGEL), a test of national coverage applied by

CENEVAL, which assesses the level of knowledge and academic skills of the newly graduates. With this, CETYS University seeks to provide increasingly better academic programs and to train more skillful students, since our prestige depends on it.

Rankings

CETYS MBAs are recognized among The Best MBAs in Mexico, according to Expansion. The British agency Quacquarelli Symonds (QS Stars) recognized CETYS University as one of the best Latin American universities for its performance of excellence in the academic field, specifically in inclusion, innovation and teaching quality.

Faculty

CETYS has more than 1,000 faculty members. More than 73% of full-time faculty members hold a doctoral degree.

For a full list of our full-time faculty per campus and per college please visit:

<https://www.cetys.mx/planta-docente/>



COMPREHENSIVE STUDENT DEVELOPMENT

Multiexperiential

The CETYS MultiExperiential Educational Model aims to transform both the academic experience and various aspects of student life. It has three main characteristics:

- Humanistic
- Flexible
- Experiential

For over six decades we have been shaping future leaders, pushing boundaries, and setting new standards in education. Through our distinguished faculty and academic programs that adapt to the ever-changing needs of businesses, industries, communities, governments, and the education sector, we stand at the forefront of innovation. Now, we are taking the next step in this remarkable journey.

For more information:

<https://www.cetys.mx/en/new-educational-model/>

Library and Learning Resources

CETYS University system offers three Information Centers in its three campuses, the Norberto Corella Gil Samaniego Library in Mexicali, the Luis Fimbres Moreno Library in Tijuana, and the Community Library in Ensenada. Each one of them is open to members of the community in general with the purpose of promoting universal culture and the habit of reading. They are

also intended to become important support tools in the teaching-learning process as well as a dynamic source of knowledge, whether it is for High School, Undergraduate and Graduate Programs, or for Extended Studies. Our collection consists of over 2,000,000 digital titles and 600,000 books and resources. The facilities and materials contribute to research activities.

Internationalization

The internationalization program is a resource that intends to create a relevant environment in CETYS University, in order to develop a preparation and global mentality among students, which will allow them to perform as Mexican competitive professionals in the society of the XXI century.

Our alliances throughout the world provide opportunities for international experiences inside and outside the classroom, through innovative mobility programs and initiatives, distinguished visiting professors and many other activities to broaden your global perspective.

Our diverse international programs offer options for a global experience ranging from several weeks to a year, including student exchange, dual degree, short-term visits, field trips, faculty exchange, courses abroad, and linguistic stays. More than 70% of our students have an international experience each year, with access to more than 30 countries worldwide.

For a full list of our international programs, requirements and important dates please visit:

<https://www.cetys.mx/en/international-programs/>



Student Life

Excitement in CETYS student life is a result of the combination of all of our students' energy. Their great spirit is unveiled in conferences, academic contests, symposiums, and lectures given by leader entrepreneurs, sports events, and cultural activities, whose offer varies by campus and/or semester.

At CETYS University, sports have a great influence in student comprehensive development. The university promotes participation in regional, national and international competitions.

Community support is also a fundamental part of the student environment, distinctive of our university, which aims to promote social awareness as well as the CETYS values: liberty, justice, spirituality, beauty, the good, and the truth.

For a full list of our student life activities please visit: <https://www.cetys.mx/en/student-life/>



Social and Professional Linkages

We have a wide array of outreach and partnerships with many of the most relevant organizations in the region. Private or public, there are many initiatives available for our students to facilitate their transition to the professional world and build a strong network of contacts.

We contribute actively and voluntarily to the improvement of our society and our communities, focusing on the preparation of individuals with integrity and highly committed to making a difference through their competencies and skills.

Please visit our website: [https://www.cetys.mx/en/collaboration/for more information](https://www.cetys.mx/en/collaboration/for-more-information)



Sustainability

We foster respect and commitment towards the environment by optimizing resources, and our campuses continue their forward-thinking structure designing optimal facilities for our student's development.

For more information: <https://www.cetys.mx/sustentable/>



ADMISSIONS

Application Requirements for Undergraduate Students.

Application Process

1. Information about CETYS

Once you have read the information sent to your home or school, call or visit us to request more information on the admission process.

2. Schedule a visit

An admission adviser will give you all the information you need to apply to CETYS.

3. Pre-Registration

You will be assigned with an Identification number, which you will use when paying your pre-registration fee. This includes: Pre-student Identification, admission test fee, study guide, and the right to take a preparation course. This fee will be accounted for in your registration fee; once you are admitted, pre-registration will allow you to reserve your place in CETYS as well as the financial aids granted.

4. Admission test preparation course

Once you have pre-registered, you will be enrolled in the admission test preparation course. Admission tests are administered throughout the year in our three campuses, you should refer to our calendar in order to decide when and where to take it.

5. Placement test for the english language

The objective of this test is to evaluate your English level of proficiency.

6. Results and academic interview

Once you have your admission exam results, your Grade Point Average is reviewed to determine your admission status.

Admission Test

In order to comply with the admission test requirement and take the big step of joining CETYS Universidad, here are some important aspects you should take into consideration before taking the test.

- » The College Board, a North American organization internationally known for the elaboration of educational tests, uses the Scholastic Aptitude Test for Higher Education.
- » It does not measure your knowledge, but your abilities.
- » Consists of two parts, one is for the assessment of your verbal reasoning, and the other is for the assessment of your mathematical reasoning.
- » It is a multiple choice test. It is paper based and computer revised.
- » It consists of a total of 1600 points. A minimum of 1100 points is required. If you are applying for financial aid, test score will be relevant to the percentage and type of scholarship you will be granted.

You have two options to obtain your admission score:

- A.** Take the SAT from the College Board Organization, which is the test prepared by the same institution. You can check their website for other options.
- B.** Take the CETYS internal ASSK exam in one of our campuses; you must contact your advisor for support with the application schedule.

After taking the test, within 7 days, staff from the Personalized Registration Department will contact you by phone to let you know about the results.

Although the test is administered several times a year, the sooner you take it, the more possibilities of getting a higher percentage in your scholarship will be.

Pre-registration

Once the admission test results are received, you will be able to register in the major of your choice. For this, it is necessary to comply with the following requirements:

- » Pay the pre-registration fee (in Mexican Pesos), an identification number will be assigned to you and you will formally be pre-registered.
- » Demonstrate a High School Grade Point Average of 8.5 (mexican rating). This requirement is important if you have applied for any type of financial aid since it will determine the amount of scholarship or school loan you will receive. If your GPA is lower, you may be admitted, but the chances of getting financial aid will decrease. In order to verify your GPA, official transcripts issued by the High School you attended must be submitted.
- » Do the admission test.
- » Take the placement test for the English language. Due to the international approach in education at CETYS University, as of the fifth semester some of the subjects are taught in English.

Therefore, it is necessary that, before graduating, every student master an advanced level of proficiency in the language. Once you apply you must take the placement test which will determine your level of proficiency; if this is not the most advanced, you must take the English Course starting at the level your placement test established with a 100% scholarship (at CETYS University). If you demonstrate full mastery of the language, you may choose to learn a different one at your own expense.

- » Purchase the medical insurance CETYS University offers or present evidence of the existence of a similar one. Purchase the tuition insurance, which will protect your High School or College education in case the person who pays your tuition should die.

* The Institution reserves the right to accept or rescind any registration or pre-registration applications (Art. 4, Student Policies and Regulations).

Equivalence

This is for studies taken place in the National Education System. Requirements (original and 2 copies):

- Birth Certificate
- High School Diploma
- Partial studies certificate from the major been studied

Revalidation

This is for studies taken place in the United States.

- Birth Certificate
- Official Transcript

Admission Requirements for Graduate Studies

- Fill out application form
- Take the Graduate Students Admission Test
- Interview with the Coordinator of the program of your choice

Academic Calendar

In order to provide a better service to all our students and parents, the academic calendars set the dates and events of major importance in the institution.

Check the calendar and the official schedules for both undergraduate and graduate programs at the following link:

www.cetys.mx/calendarios

Equivalence and Revalidation

Students who have studied in other institutions, whether national or international, and who wish to continue their studies at CETYS University may transfer their credits through equivalence and/ or revalidation.

FINANCIAL INFORMATION

Undergraduate Tuition 2024

Ensenada Campus

Bachelor's Degrees in Business and Administration and Psychology areas	\$114,640
Bachelor's Degrees in Humanities and Social Sciences	\$114,640
Bachelor's Degrees in Engineering	\$120,180
Bachelor's Degrees in Business and Administration Executive Modality	\$32,070 by Trimester

Mexicali and Tijuana Campuses

Bachelor's Degrees in Business and Administration and Psychology areas	\$115,320
Bachelor's Degrees in Humanities and Social Sciences	\$115,320
Bachelor's Degrees in Engineering	\$120,860
Bachelor's Degrees in Business and Administration Adult Undergraduate Programs	\$32,070 by Trimester

Graduate Studies Tuition 2024

Ensenada Campus

	PLAN	FEE	MODALITY
Master of Administration	Trimester	\$23,930.00	Subject
Master of Administration Double Degreee		\$2,870.00 Dollars	Subject
Master of Administration Triple Degreee	Trimester	\$29,510.00	Subject
Master of Engineering	Trimester	\$23,490.00	Subject
Master of Psychology	Trimester	\$19,920.00	Subject
Master of Neuropsychology	Trimester	\$19,920.00	Subject
Master of Education	Trimester	\$19,920.00	Subject
Master of Social Gerontology	Semester	\$19,920.00	Subject
Doctorate in Education	Semester	\$31,850.00	Subject

Mexicali Campus

PROGRAM	PLAN	FEE	MODALITY
Master of Administration	Trimester	\$29,510.00	Subject
Master of Administration Double Degreee		\$2,870.00 Dollars	Subject
Master of Administration Triple Degreee	Trimester	\$29,510.00	Subject
Master of Engineering	Trimester	\$29,510.00	Subject
Master of Psychology	Trimester	\$19,920.00	Subject
Master of Neuropsychology	Trimester	\$19,920.00	Subject
Master of Corporate Law	Trimester	\$19,920.00	Subject
Master of Education	Trimester	\$19,920.00	Subject
Master of Social Gerontology	Semester	\$31,850.00	Subject

Tijuana Campus

PROGRAM	PLAN	FEE	MODALITY
Master of Administration	Trimester	\$24,600.00	Subject
Master of Administration Double Degreee		\$2,870.00 Dollars	Subject
Master of Administration Triple Degreee	Trimester	\$29,510.00	Subject
Master of Engineering	Trimester	\$24,150.00	Subject
Master of Psychology	Trimester	\$19,920.00	Subject
Master of Neuropsychology	Trimester	\$19,920.00	Subject
Master of Corporate Law	Trimester	\$19,920.00	Subject
Master of Education	Trimester	\$19,920.00	Subject
Master of Social Gerontology	Semester	\$19,920.00	Subject
Doctorate in Education	Semester	\$31,850.00	Subject

Additional information

- » 2.5% discount for cash payment in trimester plan.
- » 1.5% discount for cash annual payment in Master's in Education and 1.5% per subject.
- » \$1,350 late registration fee.
- » 25% Annual Default Interest.

Tuition Fees and Regulations

- All our tuition and fees are in Mexican Pesos.
- CETYS University insurance is composed of a Medical Insurance plus Personal Accidents Coverage and a Tuition Insurance (this last coverage means the tuition of the program remains is paid by the Insurance Company in case of the student's tutor dies).
- If medical or tuition insurance is possessed, CETYS University Medical insurance may be canceled by showing the corresponding valid policy by semester.
- Sports: We offer our students the possibility to take classes, participate in tournaments, or join our representative teams in a variety of sports, such as football, soccer, indoor soccer, basketball, volleyball, and some particular ones on each campus.
- Access to all sports facilities, libraries, and student events.
- Computer services: Computer center and laboratories, video conference room, computer equipment loan, wireless connection throughout campus, among others.

Scholarships and Discounts

There are different scholarships to support students with outstanding academic skills; some of these scholarships may be combined with educational credit.

Academic Excellence Scholarship for Student of Feeder Schools

This 80% scholarship is offered to one student of each local high school which are loyalty feeders of outstanding scholars to CETYS. They have to score at least 1160 points on their admission test and demonstrate a GPA of 9.0 at least. The student is selected from three candidates list proposed by the Director of the high school.

Academic Excellence Scholarship for Community (Student of Public Schools)

Committed to promoting the talent of our community, we grant a 90% scholarship to a student of academic excellence from a public high school. Average Required general of 9.0 and 1,160 points in the exam PAA admission.

Academic Scholarship for South of California (Sur CA)

The scholarship is of 80%, and it is destined for high schools students that are graduating within the Southern California area. The scholarship can be combined with other Financial Aid options offered by CETYS Universidad, with due process, having in consideration that the maximum percentage of application is of 90%

BANI (New Entrance Academic Scholarship)

It is designed for those students who enroll in any of the undergraduate programs, distinguished for their intellectual skills and High School academic record; demonstrate a GPA of 8.5 and a minimum score of 1080 points on their admission test. Scholarships go from 25% to 90%, including 10% educational credit (Maximum composed scholarships with financial aid is 90%).

Good Academic Average

This 15% scholarship is given in the second semester or later to students who couldn't afford another academic scholarship in his / her first semester. The student must demonstrate a 90.0 GPA.

PAFENI Scholarship

It is a scholarship directed exclusively for students of New Entry to Campus Ensenada with outstanding academic skills; with a demonstrated GPA of 8.5. Scholarships are from 25%.

Athletic Scholarship

These financial aids are intended to motivate those students who apart from being distinguished athletes, are also outstanding students. It's necessary to get a physical exam performed by the coordinator of the sport the student will practice.

Cultural Scholarship

These financial aid is intended to motivate those students who are distinguished representatives of any manifestations of the arts, like orchestra player, camera orchestra player, rondalla player, theater, and so on.

Discounts

Besides scholarships, CETYS offers different discounts:

Tuition Discount to CETYS Graduate Students' Children

10% discount for children of students who have graduated from any CETYS school program.

Tuition Discount to Alumni

10% discount for students who have graduated from any CETYS school program and who wish to continue studying at CETYS (can not be accrued with the student discount).

Tuition Discount to Siblings

To support families who have two or more children studying in any CETYS school program at the same time; the total of all scholarships and discounts can not exceed 50% to apply this discount.

Tuition Discount to Foreign Students

10% discount for students who reside outside Baja California or high school students residing in the USA.

Some aids might be used in combination with another. The total must not exceed 90%.*

For any doubt it is necessary to consult the Scholarships Regulation and Discounts and the Regulation of Sports Scholarships.

application form and submit all the documents required. Once you have been granted financial aid you will have to agree to the terms; by accepting the benefits, you also consent to the responsibilities each support may require.

Financial Aid

To complete the financial aid, CETYS Universidad offers different Programs of Student Loans.

CETYS Student Loan

CETYS Student Loan for new students requesting BANI Scholarships. They can be 10%, 12% or 15%, depending on the scholarship requested. The rate is 10%-12% per year. A grace period of 1 semester is granted at the end of the degree to start paying. The student who obtains this credit must comply with both the Scholarship and Discount Regulations and the CETYS Educational Credit Regulations.

FAFSA (Free Application for Federal Student Aid)

It is an educational credit that the US Federal Government grants to its students citizens or residents to undertake undergraduate or graduate studies at CETYS University. This authorized program is affiliated with the William D. Ford Direct Loan program, which is intended to help the student to cover all or part of the cost of their studies at a very low-interest rate. There are three types of FAFSA Credit: Subsidized, Unsubsidized and PLUS. Subject to FSA regulations for foreign schools.





ACADEMIC POLICIES

Students Rules and Regulations

CETYS humanistic mission pursues the education of people with the necessary moral and intellectual skills to participate in a prominent way to the country's economic, social, and cultural advancement. In order to comply with its mission, all students registering to any CETYS undergraduate and graduate program are compelled to follow the institution regulations.

The Undergraduate and Graduate Studies Student Regulations will be given at the moment of registration and are made available at:

Undergraduate Programs Regulations

<https://www.cetys.mx/alumnos-profesional/>

Graduate Studies Regulations

<https://www.cetys.mx/alumnos-posgrado/>

Code of Honor

CETYS knows the importance of having a Code of Honor for students, teachers, employees, and officials, which inspires and reflects the ideal behavior of our decisions and everyday actions, and at the same time, it is built upon a reference and identification frame for those of us who are part of this institution. You are welcome to read it at:

https://www.cetys.mx/wp-content/uploads/2017/01/Codigode_HONOR.pdf

Graduation Requirements

As of 2004, all CETYS University Bachelor's Degree studies are automatically awarded a degree once all the required subjects in the curriculum are accredited; there is no need for preparing a written assignment, nor taking a final examination.

This is a result of the integration of the graduation requirements and procedures within required subjects for each major. Such requirements are:

- » **Community Service:** It consists of completing 500 hours of community service. These hours are integrated in Human Being, History, and Society, which is part of the common core.
- » **Internship:** It involves the completion of 400 hours of internship in any activity related to the student's major. These hours are part of a subject linked to the productive sector, government, or society depending on the undergraduate's major.
- » **English:** consists of demonstrating mastery of the English language orally and in writing, at a level appropriate for communication needs.
- » **International experience:** means that the student will have at least one international experience during their academic career.
- » **General Exam** for Completion of the Bachelor's Degree (EGEL) by CENEVAL.

The National Evaluation Center (CENEVAL) administers the General Exam for Completion of the Bachelor's Degree to those graduating students who request it. Due to the existing agreement between CETYS and CENEVAL, this exam is administered at the end of the last semester of the major each graduating student is completing. For those majors for which CENEVAL has not designed a completion exam (Graphic Design and Digital Graphic Design Engineering), the corresponding College will prepare an equivalent general exam for completion and will be institutionally administered.

Upon completion of requirements - approval of all subjects in the curriculum, complying with the legal requisites (birth certificate, certificate of previous studies, photographs, etc.) you will be awarded a bachelor's degree.

ALUMNI

Ever since its foundation, CETYS University has educated over 40,000 alumni: entrepreneurs, social and community leaders, corporate and government directors, area managers, and elective officials. All of them build an undisputed proof of the response the institution offers the community while creating true leaders of change. Thanks to our alumni great projects have been completed.

For more information please visit
<https://www.cetys.mx/alumni/>

PROGRAMS OF STUDY

With the purpose of benefiting our students, the curricula of the Colleges of Business and Management, Engineering, and Social Sciences and Humanities have been updated, thus, the length of a major might be of 8 Semesters. If you register for one of them and take inter-semester courses, you may be able to complete your major in a period of 4 years.

Curriculum in these areas is comprised of three types of subjects:

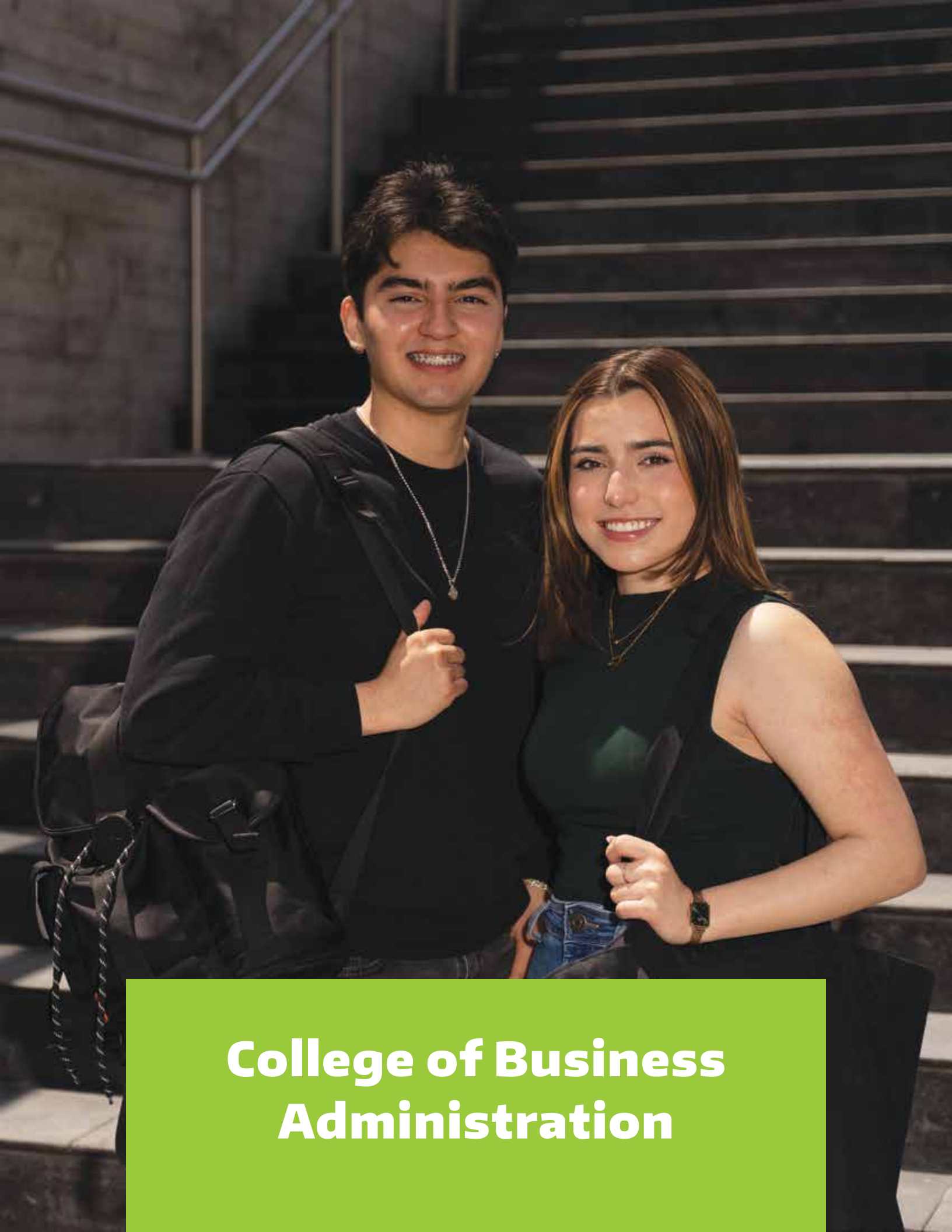
1 Common core for all majors

2 Common core for 2 majors of each area

Business and Administration, Engineering, Law, Education, and Psychology.

3 Particular for each 3 major





**College of Business
Administration**

EDUCATIONAL OFFER

UNDERGRADUATE PROGRAMS	ENSENADA	MEXICALI	TIJUANA
Bachelor of Arts in Business Administration	●	●	●
Bachelor of Arts in Strategic Marketing	●	●	●
Bachelor of Arts in International Business	●	●	●
Bachelor of Arts in International Business (Global Program)		●	●
Bachelor of Arts in International Public Accounting and Finance		●	●
Bachelor of Arts in Business Intelligence and Innovation	●	●	●
Bachelor of Arts in Graphic Design and Creative Innovation	●		
Bachelor of Arts in International Logistics	●	●	●
Bachelor of Arts in Business Management* (Virtual Flex Modality)	●	●	●

*For people over 22 years old.

GRADUATE PROGRAMS	ENSENADA	MEXICALI	TIJUANA
Master's Degree in Business Administration	●	●	●
Master's Degree in Business Administration (Double Degree)	●	●	●
Master's Degree in Business Administration (Triple degree)	●	●	●

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Bachelor of Arts in **BUSINESS ADMINISTRATION**

A Bachelor of Business Administration effectively manages different areas of an organization, making decisions and developing innovative strategies for more efficient resources.

What are the areas or positions for a Business Administrator?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Management and Leadership
- » Consultancy in the Public or Private Sector
- » Administrative or Operational Auditing
- » Business Entrepreneurship or owning a brand

What are the skills you will acquire at the end of the program?

At the end of the Bachelor's degree in Business Administration you will be able to:

- » Coordinate teams, exercising leadership for efficient organization performance and evaluating human capital behavior to achieve goals.
- » Develop business models that support the creation of high-value entrepreneurship projects and companies.
- » Design innovative and socially responsible strategies, under global criteria, to capitalize on business opportunities.

What is the profile you need to study Business Administration?

If this is what you want to do, then your profile as a Business Administration student must meet the following characteristics:

- » Entrepreneurship and Organizational Leadership
- » National and International Negotiation Skills
- » Creativity and Innovation

Do you want to know which courses you will take in the Bachelor's degree in Business Administration?

The curriculum contains 45 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Human Being as a Project
Administration
Economics
Business Law
Financial Accounting

2

Holistic Development Elective: Block I
Effective Communication
ICTs for Business Innovation
Strategic Marketing
Mathematics for Business
Global Economics

3

Holistic Development Elective: Block II
Business Intelligence
Labor Law and Social Security
Business Statistics
Market Analysis
Public Administration

4

Scientific Research
Talent Management
Financial Analysis
Negotiation
Fiscal Framework
Service Marketing

5

Holistic Development Elective: Block III
Managerial Accounting
Business Genetics and Human Behavior
Innovation and Business Models
SME Management
Elective I

6

Holistic Development Elective: Block IV
Financial Management
Management of High-Impact
Collaborative Teams
Family Enterprises and Corporate
Development
Innovation and Strategic Sustainability
Elective II

7

Ethics for the 21st Century Society
Entrepreneurship Development
Specialization I: ICT Solutions for Talent
Management
Capstone Project I: Business Consulting
and Coaching
Certification I: Project Management I

8

Global Competence
Marketing Metrics
Specialization II: Integrated Wellbeing
Capstone Project II: Application Project
Certification II: Project Management II



Bachelor of Arts in **STRATEGIC MARKETING**

A Bachelor of Strategic Marketing makes strategic decisions focused on the commercialization of projects, services or brands, through knowledge of the market, distribution channels, sales promotion, and corporate image campaigns in traditional and digital media.

What are the areas or positions for Strategic Marketing?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Market research
- » Public relations
- » Brand management
- » Digital and influencer marketing
- » Branding

What are the skills you will acquire at the end of the program?

At the end of the Bachelor's degree in Strategic Marketing you will be able to:

- » Develop and communicate strategies effectively by analyzing market conditions within the national and international context to position brands, products, and services.
- » Optimize the development of marketing and sales strategies by creating proposals that generate value for stakeholders.
- » Formulate market research in the national and

international context through the application of instruments to understand consumer purchasing behavior for decision making.

What is the profile you need to study Strategic Marketing?

If this is what you want to do, then your profile as a Strategic Marketing student must meet the following characteristics:

- » Entrepreneurial initiative
- » Interest in Mathematics
- » Interest in information technologies
- » Communication skills

Do you want to know which courses you will take in the Bachelor's degree in Strategic Marketing?

The curriculum contains 45 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1 Human Being as a Project
Administration
Economy
Business Law
Financial Accounting

2 Holistic Development Elective: Block I
Effective Communication
ICT for Business Innovation
Strategic Marketing
Mathematics for Business
Graphic Design

3 Holistic Development Elective: Block II
Business Intelligence
Labor Law and Social Security
Business Statistics
Consumer Behavior
Audiovisual Production Workshop

4 Scientific Research
Talent Management
Financial Analysis
Sales Promotion and Public Relations
Retail Marketing
Product and Service Development

5 Holistic Development Elective: Block III
Managerial Accounting
Market Research
International Marketing
Advertising
Elective I

6 Holistic Development Elective: Block IV
Financial Administration
International Distribution and Logistics
Leadership in Sales Team
E-commerce and Social Networks
Elective II

7 Ethics for 21st Century Society
Entrepreneurial Development
Specialization I: Innovation in Strategic Marketing
Capstone Project I: Marketing Audit
Certification I: Digital Marketing I

8 Global Competence
Marketing Metrics
Specialization II: Strategic Marketing
Integrative Seminar
Capstone Project II: Marketing Consulting
Certification II: Digital Marketing



Bachelor of Arts in **INTERNATIONAL BUSINESS**

The Bachelor's of Arts in International Business is a professional with an entrepreneurial spirit, the ability to become a leader, and is trained on identifying, planning, and executing business projects for companies that expand far beyond international borders. This person has the ability to understand the distinctive traits of every culture that interacts in diverse economic blocks, takes advantage of the opportunities to commercialize goods and services abroad, foreign investment, and foreign products in Mexico.

What are the areas or positions for International Business?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » National and multinational corporations
- » Foreign embassies and representative offices
- » International sales management
- » Export and import management
- » Promotion of foreign investment

What are the skills you will acquire at the end of the program?

At the end of the Bachelor's degree in International Business you will be able to:

- » Develop business plans for companies engaged in international trade activities
- » Create international business strategies that are informed by comprehensive market and environmental analysis
- » Conduct negotiations in multicultural business contexts, with a demonstrated appreciation for diversity and a willingness to approach others with respect and openness.

What is the profile you need to study International Business?

If this is what you want to do, then your profile as an International Business student must meet the following characteristics:

- » Management
- » Business Mathematics
- » Law, Economics and International Relations
- » Working collaboratively

Do you want to know which courses you will take in the Bachelor's degree in International Business?

The curriculum contains 45 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Human Being as a Project
Management
Economics
Law Elective
Financial Accounting

2

Holistic Development Elective: Block I
Effective Communication
ICT for Business Innovation
Strategic Marketing
Mathematics for Business
Geography of International Business

3

Holistic Development Elective: Block II
Business Intelligence
Labor Elective
Business Statistics
Global Economics
Legal Framework of International Business

4

Scientific Research
Talent Management
Análisis financiero
Mercadotecnia internacional
Transcultural Behavior
International Commerce

5

Holistic Development Elective: Block III
Managerial Accounting
Global Strategic Management
Commerce Elective
Supply Chain Management
Elective I

6

Holistic Development Elective: Block IV
Financial Management
International Negotiation Strategy
International Market Analysis
Customs Elective
Elective II

7

Ethics for the 21st Century Society
Entrepreneurship Development
Specialization I: Regional Economic
Development
Capstone Project I: Project Management
Certification I: International Protocol

8

Global Competence
International Finance
Specialization II: Treaties and International
Relations
Capstone Project II: International Business
Integrative Seminar
Certification II: International Logistics



Bachelor of Arts in **INTERNATIONAL BUSINESS GLOBAL PROGRAM**

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.

What are the areas or positions for International Business Global Program?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » National and multinational corporations
- » Foreign embassies and representative offices
- » International sales management
- » Export and import management
- » Promotion of foreign investment

What are the skills you will acquire at the end of the program?

At the end of the Bachelor's degree in International Business Global Program you will be able to:

- » Develop business plans for companies engaged in international trade activities
- » Create international business strategies that are informed by comprehensive market and environmental analysis
- » Conduct negotiations in multicultural business contexts, with a demonstrated appreciation for diversity and a willingness to approach others with respect and openness.

What is the profile you need to study International Business Global Program?

If this is what you want to do, then your profile as an International Business Global Program student must meet the following characteristics:

- » Management
- » Business Mathematics
- » Law, Economics and International Relations
- » Working collaboratively

Do you want to know which courses you will take in the Bachelor's degree in International Business Global Program?

The curriculum contains 45 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested Subjects per semester

1

Be-Human Project
Management
Economy
Elective: Law
Financial Accounting

5

Elective Comprehensive development:
block III
Administrative Accounting
Global strategic management
Elective: Business
apply chain management
Elective I

2

Elective Comprehensive development:
block I
Effective communication
ICTs for business innovation
Strategic marketing
Business Mathematics
Geography of international business

6

Comprehensive training elective: block IV
Financial management
International negotiation strategy
International markets Analysis
Elective: Customs
Elective II

3

Elective Comprehensive development:
block II
Business intelligence
Elective: Labor Law
Business Statistics
Global Economy
Legal framework for international
business

7

Ethics for the 21st century
Entrepreneurship Development
Specialization I: Regional economic
development
Capstone Project I: Project Management
Certification I: International Protocol

4

Scientific research
Talent management
Financial analysis
International Marketing
Cross-cultural behavior
International Trade

8

Global competition
International Finance
Specialization II: Treaty Negotiation and
International Relations
Capstone Project II: International Business
Seminar
Certification II: International Logistics



Bachelor of Arts in **PUBLIC ACCOUNTING AND FINANCE**

A Bachelor of International Public Accounting and Finance generates and analyzes accounting, fiscal, and financial information from a global perspective, implementing cost systems, auditing, and administrative control for better decision-making in an organization.

What are the areas or positions for Public Accounting and Finance?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » General Accounting
- » Financial Analysis
- » Pension and Investment Funds
- » Auditing Services

What are the skills you will acquire at the end of the program?

At the end of the Bachelor's degree in Public Accounting and Finance you will be able to:

- » Generate information through the use of financial information systems for the control and recording of operations and transactions of financial statements, applying national and international financial information standards.
- » Create value processes in the company by optimizing resources through the implementation of cost systems and administrative control for adequate decision-making.
- » Evaluate sources of capital and investments in financial markets for strategic decision-making, using technological tools and financial valuation models.

What is the profile you need to study Public Accounting and Finance?

If this is what you want to do, then your profile as a Public Accounting and Finance student must meet the following characteristics:

- » Interest in Mathematics and Entrepreneurship.
- » General knowledge of the economic, political, and social context of the country.

Do you want to know which courses you will take in the Bachelor's degree in Public Accounting and Finance?

The curriculum contains 45 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested Subjects per semester

1

Human Being as a Project
Administration
Economics
Business Law
Financial Accounting

2

Holistic Development Elective: Block I
Effective Communication
ICTs for Business Innovation
Strategic Marketing
Mathematics for Business
Intermediate Accounting

3

Holistic Development Elective: Block II
Business Intelligence
Labor Law and Social Security
Business Statistics
Advanced Accounting
Cost Accounting

4

Scientific Research
Talent Management
Financial Analysis
Advanced Accounting
Contemporary Cost Systems
Tax Law

5

Holistic Development Elective: Block III
Managerial Accounting
Financial Planning and Control
Auditing
International Accounting
Elective I

6

Holistic Development Elective: Block IV
Financial Administration
Corporate Income Tax
Auditing Practice
International Tax Law
Elective II

7

Ethics for the Society of the 21st Century
Entrepreneurship Development
Specialization I: Personal Income Tax
Capstone Project I: Investment Projects
Certification I: Financial Markets

8

Global Competence
VAT, Special and Local Taxes
Specialization II: Banking and Financial
Services
Capstone Project II: Investment Portfolio
Management
Certification II: International Finance



Bachelor of Arts in **BUSINESS INTELLIGENCE AND INNOVATION**

A Bachelor of Business Intelligence and Innovation establishes the strategic direction of companies by identifying opportunities and proposing solutions through the use of new technologies and data analysis.

What are the areas or positions for Public Business Intelligence and Innovation?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Strategic consulting.
- » Market and business environment analysis.
- » Areas related to management information systems.
- » Planning and logistics.
- » Management of business development.

What are the skills you will acquire at the end of the program?

At the end of the Bachelor's degree in Business Intelligence and Innovation you will be able to:

- » Analyze data and information that allow you to make intelligent business decisions in the organization.
- » Determine the technological needs of the company, such as infrastructure, equipment, systems, and software, for the development of business intelligence.
- » Evaluate and develop technological solutions to optimize the functional areas of the company, as well as the offer of products and services.

What is the profile you need to study Business Intelligence and Innovation?

If this is what you want to do, then your profile as a Business Intelligence and Innovation student must meet the following characteristics:

- » Interest in research and information analysis.
- » Vocation for Business Administration.
- » Interest in information technologies.

Do you want to know which courses you will take in the Bachelor's degree in Business Intelligence and Innovation?

The curriculum contains 45 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Information Management
Oral and Written Communication in Spanish
Financial Accounting
Private Law
Fundamentals of Programming and Databases

2

Research Methodology
Intermediate Accounting
Mathematics
Economics
Business Model

3

Globalization, Culture, and Society
Financial Analysis
Statistics
Labor Law and Social Security
Marketing Management
General Systems Theory

4

Contemporary Art and Culture
Cost Accounting
Talent Management
Inferential Statistics
Business Information Systems
Complex Systems

5

Oral and Written Communication in English
Managerial Accounting
Human Behavior in Organizations
Multivariate Analysis
Software Engineering
Elective I

6

Human Being and Society
Financial Management
Global Citizenship
Strategic Management
Methods and Models for Decision Making
Data Mining
Elective II

7

Human Being and Sustainability
Entrepreneurship Development
Data Science
Software Development Models
Investment Projects
Elective I

8

Human Being and Ethics
Simulation and Systems for Business Models
Business Intelligence
Project Management
Elective II



Bachelor of Arts in **GRAPHIC DESIGN AND CREATIVE INNOVATION**

A Bachelor of Graphic Design and Creative Innovation develops projects that creatively solve issues of visual communication, generating sensory and emotional experiences that lead to the perception of users, through the use of mass media, social networks, and cutting-edge technologies.

What are the areas or positions for Public Graphic Design and Creative Innovation?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Brand communication management.
- » Content, advertising, and branding agencies.
- » Art direction.
- » Illustration and motion image projects.
- » Creative ventures.

What are the skills you will acquire at the end of the program?

At the end of the Bachelor's degree in Graphic Design and Creative Innovation you will be able to:

- » Design products and applications that respond to specific graphic communication needs, addressed through strategic and innovative solutions.
- » Modify user perceptions through the generation of sensory and emotional experiences focused on innovation and the use of technology.
- » Carry out and supervise the production of print, digital, and audiovisual projects through strategic management and creative direction.

What is the profile you need to study Graphic Design and Creative Innovation?

If this is what you want to do, then your profile as a Business Intelligence and Innovation student must meet the following characteristics:

- » Interest in Visual Communication, Media, and Social Networks.
- » Divergent thinking and creativity.
- » Interest in trends, culture, and aesthetics.
- » Interest in innovation and new information technologies.

Do you want to know which courses you will take in the Bachelor's degree in Graphic Design and Creative Innovation?

The curriculum contains 45 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested Subjects per semester

1

Human Being as Project
Administration
Economics
Digital Tools for Design
Visual Synthesis

2

Holistic Development Elective: Block I
Effective Communication
ICTs for Business Innovation
Strategic Marketing
Typographic Composition
History of Visual Culture

3

Holistic Development Elective: Block II
Human Figure Drawing
Color Study
Creative Processes of Graphic Design
History of Design
Typographic Design

4

Scientific Research
Photography and Digital Study
Digital Illustration
Corporate Identity
Editorial Design
Production Systems and Sustainability

5

Holistic Development Elective: Block III
Collateral Materials Design
Product Packaging
Innovation in User Experience
3D Image
Elective I

6

Holistic Development Elective: Block IV
Financial Administration
Transmedia Communication in Social
Networks
E-commerce Strategies
Motion Design
Elective II

7

Ethics for 21st Century Society
Entrepreneur Development
Specialization I: Creative Direction
Capstone Project I: Sensory Branding
Certification I: Neuromarketing Lab

8

Global Competence
Study of New Trends
Specialization II: Creative
Entrepreneurship and Sustainability
Capstone Project II: Personal Branding
and Portfolio
Certification II: Persuasive Campaigns Lab



Bachelor of Arts in **INTERNATIONAL LOGISTICS**

A Bachelor of International Logistics innovates in all activities and processes of the supply chain through the management of systems and models for administrative and operational decision-making, in a global, regulated, sustainable, and competitive context.

What are the areas or positions for International Logistics

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Management of imports and exports.
- » Administration of distribution centers and warehouses.
- » Management of supply chains.
- » Administration of transportation systems.
- » Customs Agencies and Logistics Operators.

What are the skills you will acquire at the end of the program?

At the end of the Bachelor's degree in International Logistics you will be able to:

- » Direct the international logistics of an organization, increasing the profitability of public and private companies.
- » Solve logistical problems through information systems tools and quantitative elements.
- » Contribute to the innovation of logistical processes and sustainable development, within an ethical and legal framework.

What is the profile you need to study International Logistics?

If this is what you want to do, then your profile as an International Logistics student must meet the following characteristics:

- » Interest in Administration and Mathematics.
- » Interest in Data Analysis.
- » Ability to solve problems.
- » Vocational calling towards Foreign Trade/International Business.

Do you want to know which courses you will take in the Bachelor's degree in International Logistics?

The curriculum contains 45 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Information Management
Oral and Written Communication in Spanish
Financial Accounting
Administration
Private Law
Introduction to International Logistics

2

Contemporary Art and Culture
Intermediate Accounting
Mathematics
Economics
International Business Geography
Legal Framework for International Logistics

3

Globalization, Culture, and Society
Cost Accounting
Statistics
International Marketing
International Commerce
Transportation and Material Handling

4

Research Methodology
Financial Analysis
Inferential Statistics
Talent Management
Distribution and Storage Systems
Inventory and Purchasing Management

5

Oral and Written Communication in English
Management Information Systems
Operations Management
Supply Chain Management
International Market Analysis
International Trade and Customs Operations

6

Human Being and Society
Financial Administration
Global Citizenship
Global Strategic Management
Global Logistic Project Operations

7

Human Being and Sustainability
International Finance
Entrepreneurship Development
Logistics System Simulation
Elective I

8

Human Being and Ethics
Customs Management
International Logistics Seminar
Logistic Innovation and Sustainability Project
Elective II

A photograph of three students sitting at a long table in a library or study area. A young woman in the foreground is smiling at the camera. Behind her, a young man is looking at a book. To the right, another young man is looking at a book. The background shows bookshelves and other students working.

Bachelor of Arts in **BUSINESS MANAGEMENT** Virtual Flex Modality

Our Adult Undergraduate Degree in Business Management trains professionals capable of making strategic decisions, evaluating risks and prospecting for results; contributing to the objectives of increasing efficiency, optimizing resources, and achieving the highest profitability of an organization or entrepreneurial project.

Who is this program aimed at?

Adults over 22 who have completed high school or have unfinished undergraduate studies, who over the years have acquired work experience in the commercial and marketing areas and require to complement their performance with a solid educational background that facilitates their professional development and increases the competitiveness of companies.

What are the areas or positions for Business Management?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Administrative management in manufacture industry
- » Managing positions in public agencies
- » Director of the financial, administrative or human resources department
- » Consulting and consulting firms
- » Strategic Planning

What are the skills you will acquire at the end of the program?

At the end of the Adult Undergraduate Degree in Business Management you will be able to:

- » Formulate strategies that incorporate various aspects of administration, innovation, entrepreneurship, and social responsibility, with a positive effect on the management of organizations and their different areas.

- » Analyze financial information and recommend cost-reduction strategies, using budget control skills and knowledge, and streamlining the organization's financial and material resources.

What is the profile you need to study Business Management?

If this is what you want to do, then your profile as a Business Management student must meet the following characteristics:

- » Proactive attitude to participate and contribute in regional, national and international economic development.
- » Vocation to issues of business management, operation and development of organizations.
- » Motivation towards the creation and management of new companies.

Do you want to know which courses you will take in the Adult Undergraduate Degree in Business Management?

The curriculum contains 45 required courses, distributed in 12 quarters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1 Human Being as a Project
Administration
Mathematics for Business

7 Financial management
Business genetics and human behavior
Innovation in strategic marketing

2 Economics
Strategic Marketing
Financial Accounting

8 Entrepreneurship
Supply chain management
Strategic management

3 Effective Communication
ICTs for Business Innovation
Financial Analysis

9 SME management
Lessons in business leadership
Market research

4 Business Intelligence
Business Law
Business Statistics

10 Ethics for 21st-century society
Project management
Certification I

5 Labor Law and Social Security
Talent Management
Costs Accounting

11 Investment projects
Capstone project I
Certificación II

6 Scientific Research
Managerial Accounting
Fiscal Framework

12 Global Competence
Senior Management Seminar
Capstone Project II



Master's Degree in
BUSINESS ADMINISTRATION

The CETYS MBA forms leaders with a global vision and highly competitive, able to direct, optimize, and to have innovative ideas for startups in the world of business.

1. Develop and direct projects that include continuous improvement and innovation within an organization.
2. Have the ability to start up their own projects.
3. Have a solid formation in the fields of Strategic Administration, Accounting, Finance, Human Resources, Marketing and Economics.
4. Apply their knowledge and leadership skills and management.
5. They are committed to their environment and are an agent of positive change.

What is the profile you need to study this MBA?

This program is aimed at professionals from different disciplines that want to deepen their knowledge towards a better professional and personal development according to their specialization areas in the public, social and private sector.

Do you want to know the courses you will take in the Master's Degree in Business Administration?

The program is composed of 16 courses divided in 4 Axes in which each course has 6 academic credits.

Fundamentals Core		
Entrepreneurship	Financial Administration	Leadership and Human Resources
Ethics	Administrative Accounting	Marketing
Statistics	Economy	Supply chain management



Master's Degree in
BUSINESS ADMINISTRATION
DOUBLE DEGREE

Obtain a Master’s degree in the United States and another one in Mexico at the same time. Once you graduate, you will receive two degrees:

1. Master of Business Administration (CETYS)
2. Master of Science in Global Leadership (USD)

Benefits

- Both institutions are WASC accredited
- Cross-border cooperation program
 - » You can be part of the International Seminar that will
 - » take place in Japan
 - » Obtain two degrees
 - » Attend both graduations

Master’s Degree Business Administration Double Degree	
CETYS Universidad	University of San Diego
<ul style="list-style-type: none"> • Financial management • Marketing • Leadership and human capital • Business communication • Ethics and responsibility • Entrepreneurship development • Statistical methods • Leadership and sustainable development • Competitive strategy with social responsibility <p>*Subjects taught in Spanish at any CETYS University campus.</p>	<ul style="list-style-type: none"> • Supply chain management • Organizational development • International strategic management • Global economy and public policy • Cross-cultural leadership and management • Top management • Capstone project <p>*Subjects 100% in English. Taught at CETYS University Campus Mexicali.</p> <p>*Subjects taught in Spanish at any CETYS University campus.</p> <p>*Courses offer subject to demand.</p>

CETYS
UNIVERSIDAD

BIBLIO



Master's Degree in
**BUSINESS ADMINISTRATION
TRIPLE DEGREE**

Beyond Internationalization: A true multicultural experience.

It is the most comprehensive graduate-level educational experience in Northwestern Mexico, designed for those seeking to develop multicultural professional skills and a greater understanding of the business world from life experience in three countries: Austria, Mexico, and Taiwan.

It is a full-time postgraduate program taught 100% in English, the result of a collaboration between CETYS University (Mexico), Vietnamese-German University (Vietnam) and University of Applied Sciences Upper Austria (UASUA, Austria); in addition to courses, business and recreational activities are offered in the three countries.

CETYS University, Ensenada, Mexico

Curriculum

- Business Ethics
- Development of Entrepreneurial Projects
- Global Economics
- Contemporary Top Management Topics

CETYS University
Any campus

Curriculum

- Research Methodology
- Statistics for Business

Cultural Course

- Spanish & Culture

CETYS University
Any campus

Curriculum

- Capstone Project
- International Strategic Management

Vietnamese-German University, Vietnam

Curriculum

- Business Design Thinking
- Financial Management

- Integrated Marketing Communication
- Strategic Information Management
- Course: Vietnamese Language and Culture of the country

Vietnamese-German University, Vietnam

Curriculum

- Consumer Behaviour
- Digital Marketing
- Strategic Marketing
- Select Marketing topics

Cultural Course

- Language Course – (German) & Culture
- Intercultural management



Master's Degree in
**BUSINESS INTELLIGENCE AND
DIGITAL TRANSFORMATION**

Our program is designed to develop highly skilled individuals who can identify opportunities for improvement in operations and business strategies.

We foster strategic decision-making supported by data analysis and actively promote digital transformation. Graduates are equipped to lead infrastructure optimization, technology implementation, and business efficiency enhancement.

MBI graduates will champion digital transformation initiatives, actively involved in crafting, executing, and evaluating strategies that inspire innovative business approaches.

Curriculum	
Core	<ul style="list-style-type: none"> • Business Intelligence: an entrepreneurial vision • Global culture and transculturality • Big data and digital transformation • Global and digital economy • Global,digital and intelligent marketing strategy • Ethics and information society • Technological leadership and transformation • Data mining, analysis and knowledge discovery • Financial Intelligence • Decision-making process with business intelligence
Specialization	<p>Strategic Management with Business Intelligence</p> <ul style="list-style-type: none"> • Project management with business intelligence • Strategic management with business intelligence • Global-local leadership <hr/> <p>Financial Intelligence in a Digital World</p> <ul style="list-style-type: none"> • Digital Finance • Risk analysis in digital finance • Financial crypto economics
Application	<ul style="list-style-type: none"> • Smart digital entrepreneurship • Capstone project



College of Engineering

EDUCATIONAL OFFER

UNDERGRADUATE PROGRAMS	ENSENADA	MEXICALI	TIJUANA
Computer Science Engineering		●	●
Cybernetic Electronic Engineering		●	●
Industrial Engineering	●	●	●
Industrial Engineering (Global Program)		●	●
Digital Graphic Design Engineering	●	●	●
Mechatronics Engineering	●	●	●
Mechanical Engineering	●	●	●
Software Engineering	●	●	●
Renewable Energy Engineering	●	●	●

*For people over 22 years old.

GRADUATE PROGRAMS	ENSENADA	MEXICALI	TIJUANA
Master's Degree in Business Master's Degree of Engineering and Innovation	●	●	●
Master's Degree in Innovation and Operational Excellence (Virtual Flex Modality)			


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COMPUTER SCIENCE ENGINEERING

A Computer Science Engineer develops solutions through artificial intelligence, the internet of things, computer networks, and technological security, taking into account the social and ethical aspects of computing.

What are the areas or positions for Computer Science Engineering?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Security and communication networks
- » Artificial intelligence
- » Computer vision
- » UX systems design
- » Consulting and research

What are the skills you will acquire at the end of the program?

By the end of the Computer Science Engineering you will be competent in:

- » Identify, formulate, and solve problems by applying the principles of basic sciences and engineering.
- » Apply, analyze, and synthesize engineering design processes for projects that meet community needs.
- » Analyze and interpret data, proposing solutions to computing problems in organizations.

What is the profile you need to study Computer Science Engineering?

If this is what you want to do, then your profile as a Computer Science Engineering student must meet the following characteristics:

- » Mathematics
- » Physics
- » Information and communication technologies
- » Analyzing and creatively solving problems
- » Collaborating effectively with others

Do you want to know which courses you will take in the Computer Science Engineering?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Human Being as a Project
Introduction to Engineering
Programming Methods
Linear Algebra
Differential Calculus

2

Effective Communication
Holistic Development Elective: Block I
Object-Oriented Programming Language
Discrete Mathematics
Integral Calculus
Statics

3

Holistic Development Elective: Block II
Computer Graphics
Probability and Statistics
Differential Equations
Dynamics
Algorithm Analysis

4

Scientific Research
Database Design
Operating Systems
Numerical Methods
Computer Organization
Automata Theory

5

Holistic Development Elective: Block III
Computational Intelligence
Development for Heterogeneous
Platforms
Systems Analysis and Design
Networking and Communications
Elective I

6

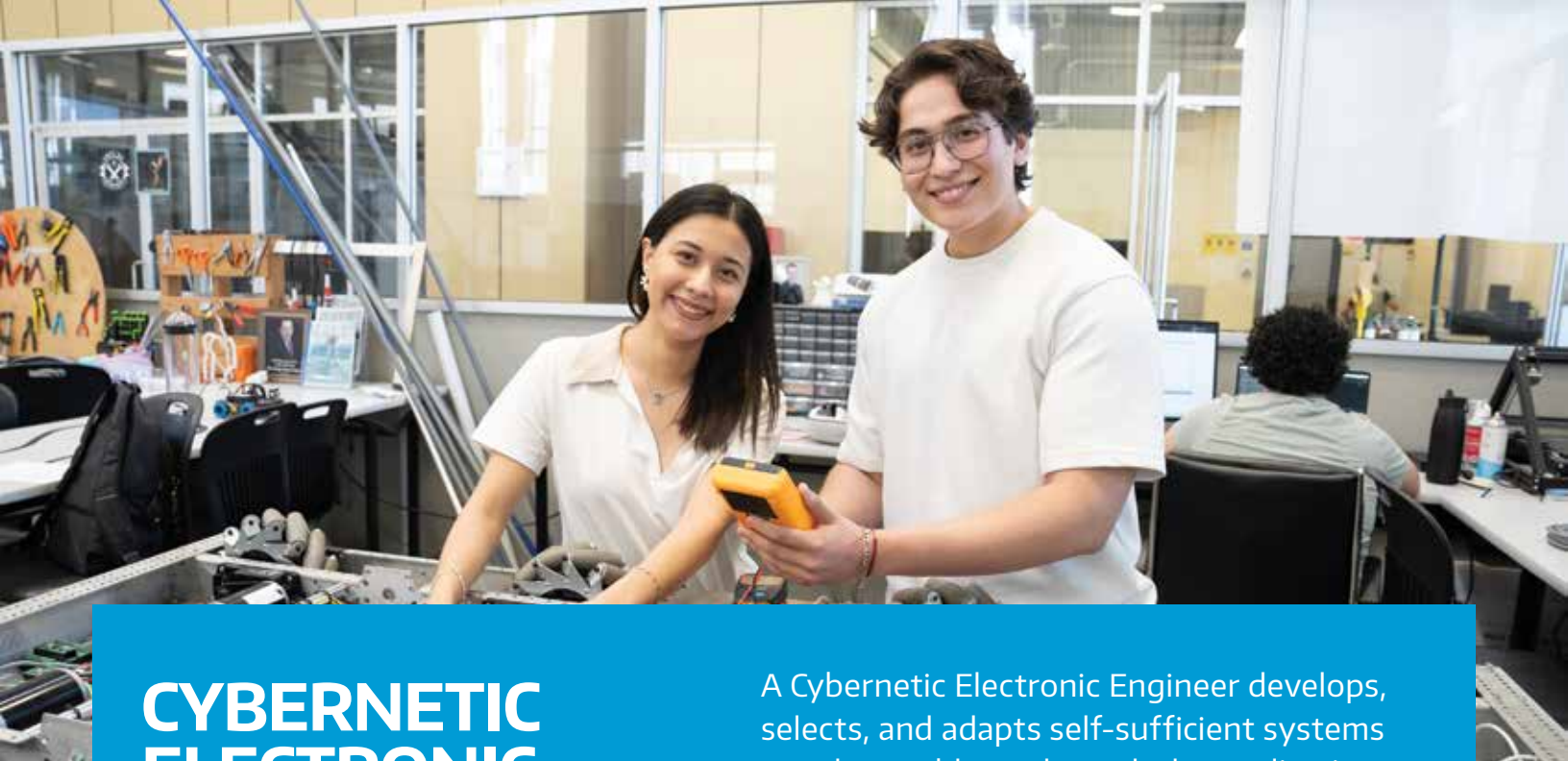
Holistic Development Elective: Block IV
Machine Learning
Ubiquitous Computing
Software Engineering
Specialization I
Elective II

7

Ethics for 21st Century Society
Cloud Computing
Select Topics in Chemistry
Specialization II
Capstone Project Management I
Certification I

8

Global Competence
Network Security
Social, Legal, and Ethical Aspects of
Computing
Specialization III
Capstone Project Management II
Certification II



CYBERNETIC ELECTRONIC ENGINEERING

A Cybernetic Electronic Engineer develops, selects, and adapts self-sufficient systems to solve problems through the application of scientific knowledge in electronics and computing.

What are the areas or positions for Cybernetic Electronic Engineering?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Development and maintenance of computer networks.
- » Technology development industries.
- » Manufacturing and production industry.
- » Research.
- » Technology support.

What are the skills you will acquire at the end of the program?

By the end of the Cybernetic Electronic Engineering you will be competent in:

- » Design and implement interfaces and applications for mobile devices that interact with technologies through applications in industrial, scientific, or service areas.
- » Techniques for the analysis, design, and implementation of computational algorithms to perform monitoring and control of systems.
- » Understand the impact of technologies for the monitoring and controlling of processes in the economic, social, and cultural development of a region, country, and the world.

What is the profile you need to study Cybernetic Electronic Engineering?

If this is what you want to do, then your profile as a Cybernetic Electronic Engineering student must meet the following characteristics:

- » Mathematics
- » Physics
- » Chemistry
- » Information Technologies

Do you want to know which courses you will take in the Computer Science Engineering?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Human Being as a Project
Introduction to Engineering
Programming Methods
Chemistry for Engineering
Differential Calculus

2

Holistic Development Elective: Block I
Object-Oriented Programming Language
Probability and Statistics
Integral Calculus
Statics

3

Holistic Development Elective: Block II
Digital Electronics I
Numerical Methods
Differential Equations
Dynamics
Data Structures

4

Scientific Research
Digital Electronics II
Multivariable Calculus
Electric Circuits
Electricity and Magnetism
Signals and Systems

5

Holistic Development Elective: Block III
Computer Architecture
Machine Learning
Operating Systems
Analog Electronics I
Elective I

6

Holistic Development Elective: Block IV
Microcontrollers and Embedded Systems
Control Engineering
Electronic Instrumentation
Analog Electronics II
Elective II

7

Ethics for 21st Century Society
Digital Signal Processing
Project Management
Specialization 1: Computer Networks
Capstone Project I
Certification II

8

Global Competence
Power Electronics
Engineering Economics Topics
Specialization II: Web Development
Capstone Project II
Certification II



INDUSTRIAL ENGINEERING

An Industrial Engineer develops innovation projects involving the products, services, processes, and systems of an organization, generating value and increasing its competitiveness using knowledge and emerging technologies.

What are the areas or positions for Industrial Engineering?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Process engineering
- » Manufacturing
- » Quality assurance
- » Process improvement and operational excellence
- » Supply chain
- » Project evaluation
- » New product development

What are the skills you will acquire at the end of the program?

By the end of the Industrial Engineering you will be competent in:

- » Apply techniques for analyzing performance and efficiency of different production systems to propose the best solution.
- » Design and refine sustainable supply chain systems and production systems.
- » Use methods, techniques, and tools for standardizing quality management systems to ensure the production of world-class goods and services, while optimizing resources.

What is the profile you need to study Industrial Engineering?

If this is what you want to do, then your profile as a Industrial Engineering student must meet the following characteristics:

- » Leadership and collaborative work in socio-technical environments.
- » Mathematics and physics.
- » Critical and logical thinking.
- » Digital and information technology.
- » Analysis and synthesis.

Do you want to know which courses you will take in the Industrial Engineering?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Human Being as a Project
Introduction to Engineering
Métodos de programación
Differential Calculus
Chemistry for Engineering

2

Effective Communication
Holistic Development Elective: Block I
Engineering Drawing
Integral Calculus
Materials for Engineering
Statics

3

Holistic Development Elective: Block II
Big Data Analytics
Dynamics
Probability
Materials Manufacturing
Methods Engineering

4

Scientific Research
Statistical Inference
Electricity and Magnetism
Differential Equations
Numerical Methods
Lean Manufacturing and Quality
Management Systems

5

Holistic Development Elective: Block III
Operations Research Models I
Industrial Electronics
Quality Engineering
Industrial Administration
Elective I

6

Holistic Development Elective: Block IV
Operations Research Models II
Inventory Management
Computer-Aided Manufacturing
Production Systems Engineering
Elective II

7

Ethics for the 21st Century Society
Systems Simulation
Engineering Economics
Specialization I: Production Systems
Engineering II
Capstone Project I: Project Management
Certification I: Experiment Design

8

Global Competitiveness
Innovation and Development of New
Products
Supply Chain Management
Specialization II: Industrial Engineering
Topics
Capstone and Implementation Project II
Certification II: International Quality
Systems and Standards



INDUSTRIAL ENGINEERING GLOBAL PROGRAM

An Industrial Engineer develops innovation projects involving the products, services, processes, and systems of an organization, generating value and increasing its competitiveness using knowledge and emerging technologies. Program with classes 100% in English.

What are the areas or positions for Industrial Engineering Global Program?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Process Engineer
- » Quality Manager
- » Staff Director
- » Logistics Manager
- » Manufacturing Manager

What are the skills you will acquire at the end of the program?

By the end of the Industrial Engineering Global Program you will be competent in:

- » Maximize efficiency in manufacturing operations.
- » Manage production planning and supply chain operations.
- » Develop strategies for resource optimization.

What is the profile you need to study Industrial Engineering Global Program?

If this is what you want to do, then your profile as a Industrial Engineering Global Program student must meet the following characteristics:

- » Working collaboratively in socio-technical environments.
- » Critical and logical thinking.
- » Leadership and collaborative work.
- » Managing digital and information technologies.
- » Analysis and synthesis.
- » Mathematics and physics.

Do you want to know which courses you will take in the Industrial Engineering Global Program?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested Subjects per semester

1

The Human Being as a Project
Introduction to Engineering
Programming Methods
Differential Calculus
Chemistry for Engineering

2

Effective Communication
Elective on comprehensive development:
block I
Engineering Design
Integral Calculus
Engineering Materials
Statics

3

Elective on comprehensive development:
block II
Big data analytics
Dynamics
Probability
Manufacturing of Materials
Methods Engineering

4

Scientific Research
Statistical Inference
Electricity and Magnetism
Differential Equations
Numerical Methods
Lean Manufacturing and Quality
Management Systems

5

Elective on comprehensive development:
block III
Operations Research Models I
Industrial Electronics
Quality Engineering
Industrial Management
Elective I

6

Elective on comprehensive development:
block IV
Operations Research Models II
Inventory Management
Computer Manufacturing
Production Systems Engineering I
Elective II

7

Ethics for society in the 21st century
Simulation
Engineering Economy
Specialization I: Production Systems
Engineering II
Capstone Project I: Project Management
Certification I: Design of Experiments

8

Global Competitiveness
Innovation and New Product
Development
Supply Chain Management
Specialization II: Industrial Engineering
Topics
Capstone Project II
Certification II: International Quality
Standards and Systems



DIGITAL GRAPHIC DESIGN ENGINEERING

A Digital Graphic Design Engineer solves visual communication problems using emerging technologies and techniques, developed and implemented through user experience analysis.

What are the areas or positions for Digital Graphic Design Engineering?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Animation studios.
- » Audiovisual production.
- » Design and development of mobile apps and websites.
- » Virtual Reality and Augmented Reality applications.
- » Entrepreneurship and/or Freelancing in Digital Graphic Design.

What are the skills you will acquire at the end of the program?

By the end of the Digital Graphic Design Engineering you will be competent in:

- » Develop visual communication strategies through digital technology to solve problems in organizations.
- » Develop interactive multimedia projects or video games through programming.
- » Design graphic interfaces for digital media that solve communication needs based on user experience.

What is the profile you need to study Digital Graphic Design Engineering?

If this is what you want to do, then your profile as a Digital Graphic Design Engineering student must meet the following characteristics:

- » 2D and 3D animation.
- » Digital illustration.
- » Video game design.
- » Application and website design.
- » Production and editing of multimedia for digital platforms.
- » Programming and digital technology for visual communication.

Do you want to know which courses you will take in the Digital Graphic Design Engineering?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinary Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Human Being as a Project
Introduction to Design Engineering
Digital Editing and Illustration
Geometric Modeling
Programming Methods

2

Effective Communication
Holistic Development Elective: Block I
Dynamic Drawing
Visual Semiotics and Rhetoric
Mathematical Optimization
Object-Oriented Programming for Interactivity

3

Holistic Development Elective: Block II
Animation Fundamentals
Visual Composition
Mathematics for Image Manipulation
Digital Typography
Physics for Animation

4

Scientific Research
Design Methodology
Motion Graphics
Digital Photography
Video Game Programming
3D Modeling

5

Holistic Development Elective: Block III
3D Animation
Dynamic Animation
User Experience Fundamentals
Applied Typography in Digital Design
Elective I

6

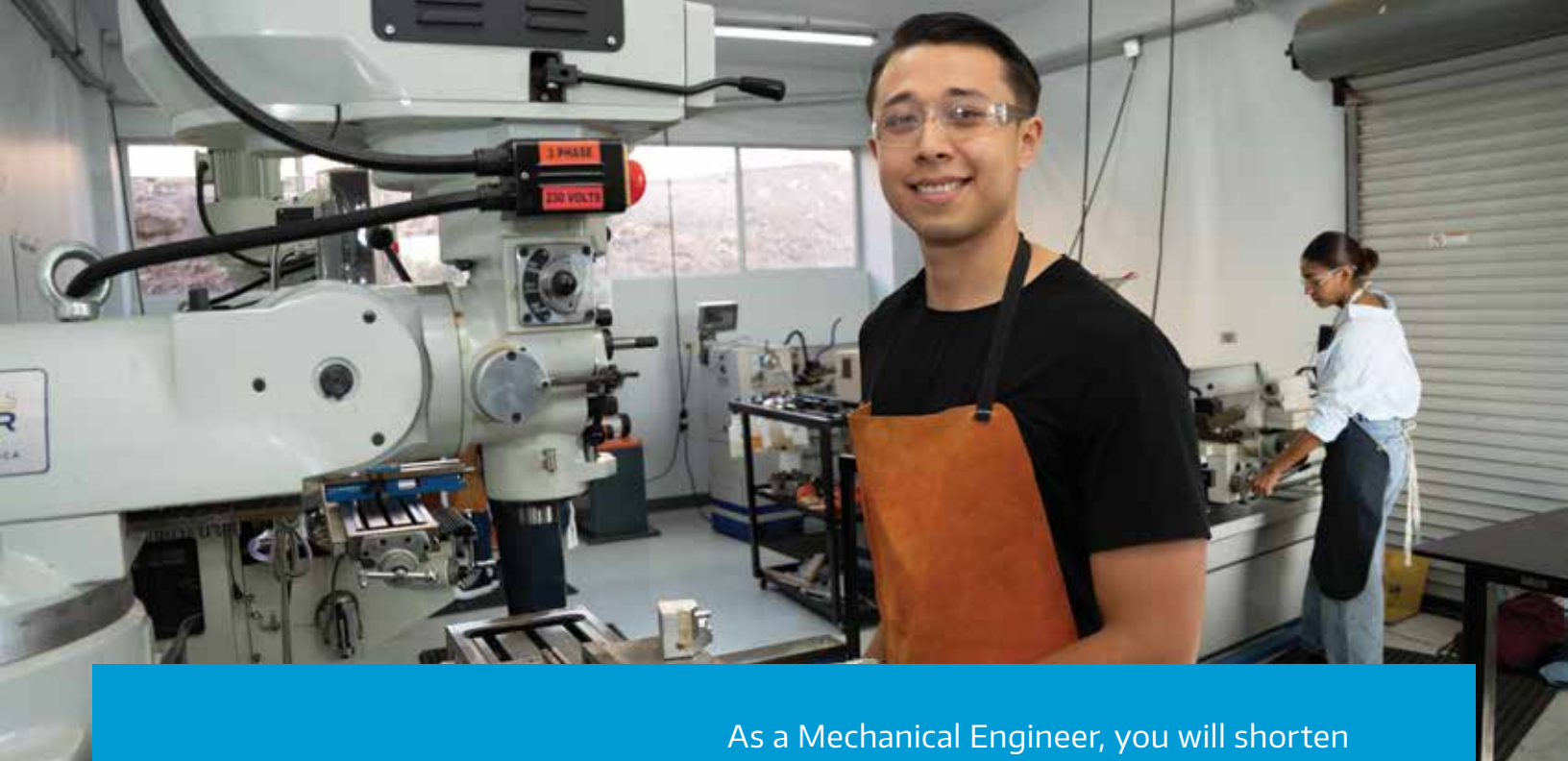
Holistic Development Elective: Block IV
Dynamic Site Programming
Audio Design
User Interface Design
Video Production
Elective II

7

Ethics for 21st Century Society
Applied Statistics
Social Media Marketing
Specialization I: Audiovisual Post-Production
Capstone Project I: Creative Business Design
Professional Certification I

8

Global Competence
Digital Portfolio
E-commerce
Specialization II: Virtual Production and Extended Reality
Capstone Project II
Professional Certification II



MECHANICAL ENGINEERING

As a Mechanical Engineer, you will shorten manufacturing processes for materials or products, combining the application of sensors, control systems, and mechanical devices using design software.

What are the areas or positions for Mechanical Engineering?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Project management.
- » Mechanical design and manufacturing.
- » Production supervisor.
- » Plant engineer.

What are the skills you will acquire at the end of the program?

By the end of the Mechanical Engineering you will be competent in:

- » Solve Mechanical Engineering problems in the areas of Design, Manufacturing, Materials, and Thermal Sciences.
- » Select and apply materials for various elements of industrial, commercial, or consumer use. Perform mechanical design and manufacturing associated with different industries, such as aerospace, automotive, maritime operations, and construction.

What is the profile you need to study Mechanical Engineering?

If this is what you want to do, then your profile as a Mechanical Engineering student must meet the following characteristics:

- » Physics.
- » Chemistry.
- » Mathematics.
- » Effective communication.

Do you want to know which courses you will take in the Mechanical Engineering?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Human Being as a Project
Introduction to Engineering
Chemistry for Engineering
Differential Calculus
Linear Algebra

2

Effective Communication
Materials for Engineering
Integral Calculus
Engineering Drawing I
Statics

3

Holistic Development Elective: Block II
Engineering Drawing II
Manufacturing of Materials
Differential Equations
Probability and Statistics
Dynamics

4

Scientific Research
Computer-Aided Manufacturing
Numerical Methods
Electricity and Magnetism
Multivariable Calculus
Mechanics of Materials

5

Holistic Development Elective: Block III
Introduction to Mechanical Design
Thermodynamics
Engineering Materials I
Mathematical Models of Mechanical Systems
Professional Development Elective I

6

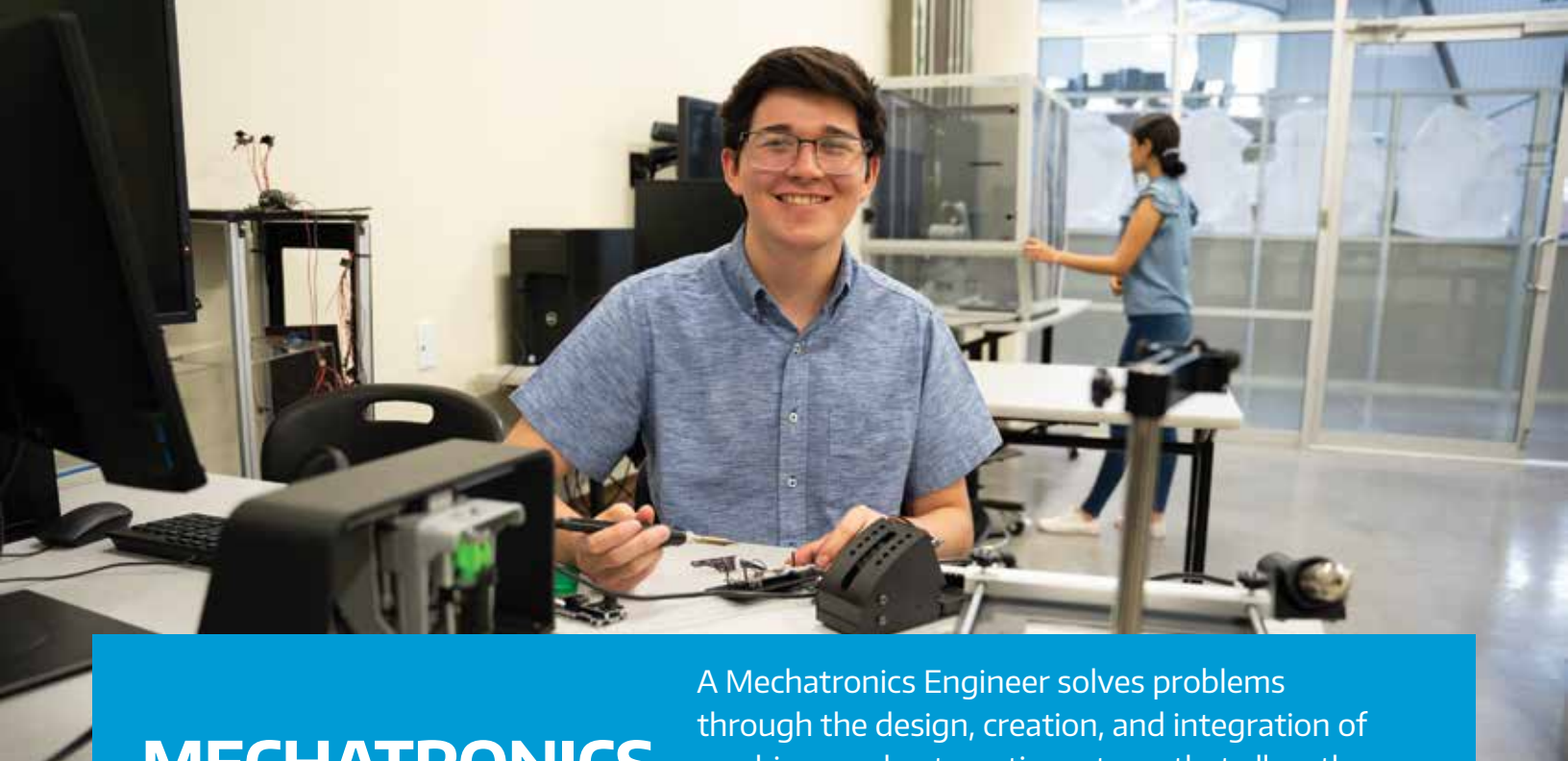
Holistic Development Elective: Block IV
Mechanism Dynamics
Fluid Mechanics
Engineering Materials II
Project Management
Professional Development Elective II

7

Ethics for the 21st Century Society
Engineering in Design
Electropneumatics and Hydraulics
Power Cycles for Mechanical Engineering
Capstone Project I
Automation and Control

8

Global Competence
Mechanical Experimental Analysis
Heat Transfer
Finite Element Method
Capstone Project II
Automation and Control II



MECHATRONICS ENGINEERING

A Mechatronics Engineer solves problems through the design, creation, and integration of machines and automatic systems that allow the optimization and automation of manufacturing processes, as well as industrial robotics for the industrial, commercial or service sector.

What are the areas or positions for Mechatronics Engineering?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Automation of devices and processes.
- » Machine design.
- » Research.
- » Consulting and project management.

What are the skills you will acquire at the end of the program?

By the end of the Mechatronics Engineering you will be competent in:

- » Solve problems through the design, creation, and integration of machines and automatic systems that allow for the optimization of manufacturing processes, as well as develop industrial robotics for the industrial, commercial or service sector.

What is the profile you need to study Mechatronics Engineering?

If this is what you want to do, then your profile as a Mechatronics Engineering student must meet the following characteristics:

- » Physics.
- » Chemistry.
- » Mathematics.
- » Information technology.

Do you want to know which courses you will take in the Mechatronics Engineering?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Human being as a project
Introduction to engineering
Programming methods
Differential calculus
Chemistry for engineering

2

Effective communication
Materials for engineering
Integral calculus
Engineering Drawing I
Statics

3

Holistic Development Elective: Block II
Digital electronics
Differential equations
Probability and Statistics
Dynamics
Materials manufacturing

4

Scientific research
Object-oriented programming language
Numerical methods
Electricity and magnetism
Multivariable calculus
Mechanics of materials

5

Holistic Development Elective: Block III
Mathematical Modeling of Systems
Electric circuits
Mechanism dynamics
Computer-aided manufacturing
Elective I

6

Holistic Education Elective: Block IV
Control engineering
Microcontrollers and Embedded Systems
Introduction to Mechanical Design
Analog electronics
Elective II

7

Ethics for 21st century society
Power systems
Project management
Specialization I: Industrial automation
Capstone project I
Certification I: Electronic instrumentation (LABVIEW)

8

Global competence
Industrial computer networks
Engineering Economics Topics
Specialization II: Robotics
Capstone Project II
Certification II: Cybersecurity



SOFTWARE ENGINEERING

As a Software Engineer, you will be able to design, develop, and manage the creation of applications and systems, delivering solutions using innovative technologies centered on data analysis and user experience, ensuring the quality and security of software infrastructures and products.

What are the areas or positions for Software Engineering?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Development of software applications and systems.
- » Software development project management.
- » Software architect.
- » Cybersecurity consultant

What are the skills you will acquire at the end of the program?

By the end of the Software Engineering you will be competent in:

- » Develop experiments, analyzing and interpreting data obtained to deliver solutions in the areas of software management, networks, cloud services, and data science.
- » Solve software engineering problems, generating innovative solutions by applying engineering principles.
- » Applying innovations in information technologies during the course of your profession.

What is the profile you need to study Software Engineering?

If this is what you want to do, then your profile as a Software Engineering student must meet the following characteristics:

- » Physical-Mathematical Sciences.
- » Working with computers and other digital devices.
- » Internet and information technologies.
- » Analyzing and synthesis.
- » Problem-solving.

Do you want to know which courses you will take in the Software Engineering?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Human Being as a Project
Introduction to Engineering
Programming Methods
Differential Calculus
Linear Algebra

2

Effective Communication
Holistic Development Elective: Block I
Object-Oriented Programming
Discrete Mathematics
Integral Calculus
Statics

3

Holistic Development Elective: Block II
Software Analysis and Modeling
Algorithm Analysis
Selected Topics in Chemistry
Probability
Dynamics

4

Scientific Research
Software Design and Architecture
Numerical Methods
Statistical Inference
User Interfaces and Experiences
Database Design

5

Holistic Development Elective: Block III
Computer Organization
Fundamentals of Operating Systems
Web Development
Business Process Management

6

Holistic Development Elective: Block IV
Networks and Communication
Mobile Architecture and Applications
Fundamentals of Machine Learning
Software Project Management

7

Ethics for the 21st Century Society
Cloud Computing
Cybersecurity
Specialization
Capstone Project I: Quality Assurance
Certification I: Software Testing

8

Global Competence
Network Security
Social, Legal and Ethical Aspects of Computing
Specialization II
Capstone Project II
Certification II: Selected Topics in Software Engineering



RENEWABLE ENERGY ENGINEERING

A Renewable Energy Engineer implements clean energy through a sustainable approach, providing solutions for energy efficiency, comfort, and security.

What are the areas or positions for Renewable Energy Engineering?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Company director.
- » Manager or supervisor in public or private companies.
- » Energy system design engineer.
- » Designer of eco-efficient products.
- » Designer of green and self-sustainable infrastructure projects.
- » Consultant in energy saving administration and efficient management.
- » Independent professional.

What are the skills you will acquire at the end of the program?

By the end of the Renewable Energy Engineering you will be competent in:

- » Determining the feasibility of and implementing an energy project in industry, commerce, or at home.
- » Accessing high-responsibility positions related to the development, management, and operation of energy systems in regional or multinational companies.
- » Developing projects in various fields, such as biomass, biofuels, thermosolar, photovoltaic, and wind energy.

What is the profile you need to study Renewable Energy Engineering?

If this is what you want to do, then your profile as a Renewable Energy Engineering student must meet the following characteristics:

- » Basic knowledge of exact sciences.
- » Sustainable development.
- » Information technologies.
- » Leadership and collaborative work.
- » Social impact.

Do you want to know which courses you will take in the Renewable Energy Engineering?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Human Being as a Project
Introduction to Engineering
Chemistry for Engineering
Linear Algebra
Differential Calculus

5

Holistic Development Elective: Block III
Electromechanical Energy Conversion
Power Cycles
Power Electronics Systems
Fluid Mechanics
Elective I

2

Effective Communication
Holistic Development Elective: Block I
Programming
Engineering Drawing
Integral Calculus
Statics

6

Holistic Development Elective: Block IV
Heat Transfer
Photovoltaic Solar Energy
Development and Innovation
Elective II

3

Holistic Development Elective: Block II
Costs and Engineering Economics
Materials Engineering and
Electrochemistry
Probability and Statistics
Differential Equations
Dynamics

7

Ethics for the 21st Century Society
Solar Thermal Energy
Energy Economics
Specialization I: Select Topics on the
Energy Matrix
Capstone Project I: Project Administration
and Management
Professional Certification I: Select Topics
on Political and Administrative Issues

4

Scientific Research
Fundamentals of Process Control and
Supervision
Renewable and Conventional Energy
Sources
Analysis of Electrical Circuits
Electricity and Magnetism
Thermodynamics

8

Global Competitiveness
Biomass Energy
Maintenance Management
Specialization II: Energy Storage
Capstone Project II: Evaluation of Project
Sustainability
Professional Certification II: Select
Technical Topics



Master's Degree of
ENGINEERING AND INNOVATION

The MEI forms highly-trained leaders, who are prepared to apply innovational design techniques to solve problems in the field of engineering in a global context.

1. Our curriculum covers the most relevant topics for industry development in the region.
2. Part of CONACYT's National Register of Quality Postgraduate Programs in its Industry-oriented modality, which allows you to study and work at the same time.

3. Apply the research methodology for solving problems in selected fields of knowledge in the areas of: Information Systems and Technologies, Design and Manufacturing Processes, Industrial Systems and Processes, Industrial Sustainability.

Format of the program

- Quarterly
- 15 subjects

Line of generation and application of knowledge

Design and manufacturing processes	Information systems and technologies	Industrial systems and processes	Industrial sustainability
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Core

Statistical Models Project Management	Visual Analytics Investigation Methodology	Innovation and Development Sustainable Development
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Areas of emphasis

Design and Manufacturing Processes Aerospace Design Advanced Materials	Networks and Distributed Systems Radio Frequency Systems Robotics and Automation	Environmental Management Sustainable Development Renewable Energy	Quality Systems Manufacturing Systems Supply Chain Administration
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Subjects

- | | | | |
|---|---|---|--|
| <ul style="list-style-type: none"> • Advanced Mathematics and Mathematical Models • Materials Engineering • Advanced Materials Mechanic • Thermofluids Fundamentals • Design and Thermal Systems Application • Electroplating • Process Analysis and Energetic Tool Design • Mechanical Vibrations • Thermal Treatments • Prototype Generation • Aerodynamics • Turbomachinery and Gas Turbines • Conceptual Aerospace • Generation of Aerospace Prototypes • Composite materials • Examination analysis • Introduction to Materials Science • Unions, Structures and Crystallography • Thermodynamics of Materials • Materials and phase transformations • Physical and mechanical properties • Thermodynamic processing • Materials Characterization | <ul style="list-style-type: none"> • Advanced Objects Programming • Funds of Control Systems • Wireless networks • Security in Network Environments • Instrumentation and Processes' Control • Digital Controllers Laboratory • Robotics and Industrial automation • Software Platforms Process Control • Networks and Distributed Systems • Architecture and Software Development • Distributed Systems Design • Mobile Computing • Principles and RF Applications • RF Integrated Circuits • RF Systems Design for Wireless Applications • Terms and antenna design • Microwave Testing and Measurement • Introduction to OFDMA and 4G Systems • Microwave Transmission • Engineering | <ul style="list-style-type: none"> • Environmental pollution • Politics and Environmental Legislation • Environmental management • Industrial Ecology • Environmental impact • Environmental Security • Sustainability Indicators • Globalization and Environment • Environmental economics • Organizational Sustainability • Systems of Management and Energy Efficiency • Renewable Energy Application Laboratory • Electrical Systems Foundations • Electrical Systems Application • Electric Circuits Foundations • | <ul style="list-style-type: none"> • Quality Systems • Supply Chain • Manufacturing Strategies' Administration • Discovery of Manufacturing Systems • Inventories Administration • Logistics and Distribution • Quality Engineering • Experiments Design • Systems Simulation |
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Master's Degree in
**INNOVATION AND OPERATIONAL
EXCELLENCE | Virtual Flex Modality**

The MIOE implements the methodology of operational excellence, based on the Shingo Model, through the strategic management of organizational culture changes and the application of effective continuous improvement techniques.

1. Help drive an organizational culture change, seeking to find and propose solutions, ensuring the company's position.
2. Develop a broader vision of the company in its industry, through an understanding of the dynamics of market

competition, processes and tasks associated with operations, senior management, and their relationship to leadership style.

3. Professionally apply tools such as Voice of the Customer, VSM, TPM, Visual Management, 5S, Supplier Development, SMED, 3P, Quality Function Deployment, among others.

Format of the program

- Quarterly
- 15 subjects

Curriculum Suggested Subjects per quarterly

1	Introduction to operational excellence Manufacturing strategies
2	Statistical models Problem-solving competencies
3	Systems engineering Leadership and management for change
4	Quality engineering Performance analysis competencies
5	Select topics I Organizational effectiveness competencies
6	Innovation and development Sustainable development
7	Select topics II Application Elective
8	Project on innovation and operational excellence



College of Social Sciences and Humanities

EDUCATIONAL OFFER

UNDERGRADUATE PROGRAMS	ENSENADA	MEXICALI	TIJUANA
Bachelor of Arts in Law		●	●
Bachelor of Arts in Clinical Psychology		●	●
Bachelor of Arts in Child Psychology		●	●
Bachelor of Arts in Organizational Psychology		●	●

GRADUATE PROGRAMS	ENSENADA	MEXICALI	TIJUANA	VIRTUAL
Master's Degree in Psychology		●		
Master's Degree in Education	●	●	●	
Master's Degree in Socio-Educational Intervention (Virtual Flex Modality)				●
Master's Degree in Law		●	●	
Master's Degree in Neuropsychology	●	●	●	
Master's Degree in Social Gerontology	●	●	●	
Doctorate in Education (Virtual Flex Modality)				●

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Bachelor's Degree in **LAW**

A Bachelor of Law has the necessary skills to face local and global challenges, applying an appropriate legal strategy, through an ethical approach and a broad sense of justice; with a solid mastery of techniques for analyzing information, interpreting and arguing legal issues.

What are the areas or positions for a Bachelor's Degree in Law?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » International human rights organizations
- » Positions within the Executive, Legislative, and Judicial branches
- » Advisory, consulting, and litigation in specialized areas of law.
- » Legal departments in companies

What are the skills you will acquire at the end of the program?

By the end of the Law program you will be competent in:

- » Apply international law and current Mexican law, through knowledge and management of the constitution and legislation, among others
- » Analyze different legal systems
- » Apply litigation and oral techniques in jurisdictional procedures

What is the profile you need to study for a Bachelor's Degree in Law?

If this is what you want to do, then your profile as a Law student must meet the following characteristics:

- » Communication skills and oral and written argumentation techniques
- » Ability to work in interdisciplinary teams
- » Interest in the political and sociocultural transformation of Mexico and the world
- » Interest in social sciences in general

Do you want to know which courses you will take in Bachelor's Degree in Law?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Human Being as a Project
Introduction to Legal Studies
Contemporary Legal Systems
Legal Logic and Argumentation
Roman Law

2

Holistic Development Elective: Block I
Effective Communication
Political Organization of the State
Law of Persons and Family
General Process Theory
Crime Theory

3

Holistic Development Elective: Block II
Individual Labor Law and Social Security
Property and Successions
Administrative Law
Crimes
Constitutional Law

4

Scientific Research
Human Rights
Obligations
Collective Labor Law and Procedural Law
Criminal Procedure
Commercial Law

5

Holistic Development Elective: Block III
Civil and Commercial Contracts
Indirect Protection (Amparo)
Tax Law
Corporate Law
Agrarian Law
Elective I

6

Holistic Development Elective: Block IV
Direct Protection (Amparo)
Civil and Commercial Procedural Law
Fiscal and Administrative Procedural Law
Public and Private International Law
Legal Elective

7

Ethics for 21st Century Society
Digital Law
Customs and Foreign Trade Legislation
Intellectual Property
Penal Forensic Practice
Legal and Environmental Law Elective

8

Global Competence
Philosophy and Juridical Deontology
Commercial Treaties and Agreements
Alternative Dispute Resolution
Energy and Telecommunications Law
Civil and Commercial Forensic Practice
Notary and Registry Law



Bachelor's Degree in **CLINICAL PSYCHOLOGY**

A Bachelor of Clinical Psychology prescribes, recommends, and executes prevention, habilitation and rehabilitation strategies, design intervention programs, and use psychological techniques and instruments.

What are the areas or positions for a Bachelor's Degree in Clinical Psychology?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Mental health institutions
- » Private practice
- » Civil society organizations
- » Governmental organizations
- » Education sector

What are the skills you will acquire at the end of the program?

By the end of Bachelor's Degree in Clinical Psychology you will be competent in:

- » Diagnose personality problems and behavior disorders
- » Evaluate personality traits
- » Use psychotherapeutic techniques to resolve problems detected in psychodiagnosis
- » Advise individuals seeking psychological guidance regarding their work, family, or social groups

What is the profile you need to study for a Bachelor's Degree in Clinical Psychology?

If this is what you want to do, then your profile as a Law student must meet the following characteristics:

- » An interest in research
- » Reading skills
- » Oral and written communication skills
- » Ability to work in teams

Do you want to know which courses you will take in Bachelor's Degree in Clinical Psychology?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested Subjects per semester

1

Information Management
Cognitive Psychology
Personal Development
Psychobiology
Personality Theories
Child and Adolescent Development

5

Contemporary Art and Culture
Oral and Written Communication in English
Integration of Psychological Studies
Humanistic Intervention
Health Research Workshop
Supervised Practice in Addictions

2

Oral and Written Communication in Spanish
Statistics for Social Sciences
General Psychopathology
Adult Development
Human Sexuality
Social Development

6

Human Being and Society
Cognitive-Behavioral Intervention
Health Institution Administration
Supervised Practice in Elderly Care
Elective

3

Globalization, Culture and Society
Psychological Assessment Techniques
Assessment Instrument Development
Psychometric Assessment Instruments
Group Facilitation
Social Psychopathology

7

Human Being and Sustainability
Systemic Intervention
Group Therapy
Supervised Practice in Psychological Counseling and Guidance
Elective

4

Research Methodology
Personality Assessment Instruments
Psychodynamic Intervention
Crisis Intervention
Supervised Practice in Prevention
Clinical Evaluation

8

Human Being and Ethics
Neuropsychology
Criminal Psychology
Supervised Practice in Family Counseling and Guidance
Elective



Bachelor's Degree in **CHILD PSYCHOLOGY**

A Bachelor of Clinical Psychology prescribes, recommends, and executes prevention, habilitation and rehabilitation strategies, design intervention programs, and use psychological techniques and instruments.

What are the areas or positions for a Bachelor's Degree in Child Psychology?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Educational institutions
- » Health institutions
- » Assistance institutions
- » Social re-adaptation institutions for minors
- » Private practice

What are the skills you will acquire at the end of the program?

By the end of Bachelor's Degree in Child Psychology you will be competent in:

- » Apply evaluation techniques and instruments aimed at diagnosing behaviors related to conduct problems, early stimulation, special educational needs, and parental guidance

What is the profile you need to study for a Bachelor's Degree in Child Psychology?

If this is what you want to do, then your profile as a Law student must meet the following characteristics:

- » Interest in research
- » Reading skills
- » Oral and written communication skills
- » Ability to work in teams

Do you want to know which courses you will take in Bachelor's Degree in Child Psychology?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Information Management
Cognitive Psychology
Personal Development
Psychobiology
Personality Theories
Physical and Psychomotor Development

5

Contemporary Art and Culture
Oral and Written Communication in English
Integration of Psychological Studies
Humanistic Intervention
Research Workshop in Development
Supervised Practice in Behavioral Problems

2

Oral and Written Communication in Spanish
Statistics for Social Sciences
General Psychopathology
Socialization and Affectivity
Sexual Development
Social Development

6

Human Being and Society
Cognitive-behavioral Intervention
Development Center Administration
Supervised Practice in Early Stimulation
Elective | Course available online

3

Globalization, Culture and Society
Psychological Assessment Techniques
Assessment Instrument Development
Psychometric Assessment Instruments
Group Facilitation
Child and Adolescent Psychopathology

7

Human Being and Sustainability
Systemic Intervention
Play Therapy
Supervised Practice in Special Educational Needs
Elective | Course available online

4

Research Methodology
Personality Assessment Instruments
Psychodynamic Intervention
Crisis Intervention
Supervised Practice in Prevention
Child and Adolescent Evaluation

8

Human Being and Ethics
Neuropsychology
Design of Therapeutic Resources
Supervised Practice in Parental Guidance
Elective | Course available online



Bachelor's Degree in **ORGANIZATIONAL PSYCHOLOGY**

A Bachelor's Degree in Organizational Psychology designs programs for talent development through the diagnosis, planning, systematization, and coordination of activities in areas dedicated to developing human resources in companies and/or organizational behavior processes.

What are the areas or positions for a Bachelor's Degree in Organizational Psychology?

You will have the necessary knowledge and skills to develop professionally in areas such as:

- » Organizational Development Department
- » Human Resources Manager
- » Organizational consulting
- » Human capital training
- » Director of psychological service programs

What are the skills you will acquire at the end of the program?

By the end of Bachelor's Degree in Organizational Psychology you will be competent in:

- » Apply evaluation techniques and instruments aimed at diagnosing behaviors in job design and evaluation processes, recruitment and selection, employee training and development, as well as organizational development.

What is the profile you need to study for a Bachelor's Degree in Organizational Psychology?

If this is what you want to do, then your profile as a Bachelor's Degree in Organizational Psychology student must meet the following characteristics:

- » Observation skills
- » Interest in research
- » Reading skills
- » Communication skills
- » Emotional stability
- » Ability to work in teams

Do you want to know which courses you will take in Bachelor's Degree in Child Psychology?

The curriculum contains 47 required courses, distributed in 8 semesters and divided in 4 training axes.

- » General Axis
- » Disciplinar Axis
- » Professional Axis
- » Application Axis

Curriculum Suggested

Subjects per semester

1

Information Management
Cognitive Psychology
Personal Development
Psychobiology
Theories of Personality
Child and Adolescent Development

5

Contemporary Art and Culture
Oral and Written Communication in English
Integration of Psychological Studies
Humanistic Intervention
Organizational Research Workshop
Supervised Practice in Job Design and Evaluation

2

Oral and Written Communication in Spanish
Statistics for Social Sciences
General Psychopathology
Adult Development
Human Sexuality
Social Development

6

Human Being and Society
Cognitive-Behavioral Intervention
Human Factor Management
Supervised Practice in Recruitment and Selection
Elective

3

Globalization, Culture, and Society
Psychological Assessment Techniques
Evaluation Tool Development
Psychometric Evaluation Instruments
Group Facilitation
Occupational Psychopathology

7

Human Being and Sustainability
Systemic Intervention
Occupational Psychological Assistance
Supervised Practice in Training and Personnel Development
Elective

4

Research Methodology
Personality Assessment Instruments
Psychodynamic Intervention
Crisis Intervention
Supervised Practice in Prevention
Job Evaluation

8

Human Being and Ethics
Labor Law
Ergonomics |
Supervised Practice in Organizational Development
Elective



Master's Degree in
PSYCHOLOGY

CETYS MPsy forms highly trained leaders, who facilitates well-being in individual, family, and work settings, from a global perspective and with high sensitivity.

1. Understand the current concepts, approaches, and issues of psychology, applying it in clinical, organizational, and family contexts.
2. Learn about the design, implementation, and evaluation of psychological intervention programs, through valid and reliable techniques and instruments.

3. Apply qualitative and quantitative methodologies used in social sciences and develop assessment tools according to your professional needs.
4. Participate in research-focused teams, as well as in the design of intervention programs in public and private institutions.
5. Compare, differentiate, and apply various types of psychological assessment techniques.

Format of the program

- Quarterly
- 15 subjects

Core	
Research Methodology Instrument Design	Developmental Psychology Basic Psychological Processes

Concentration area	
Organizational Development	Organizational Behavior Tools for Continuous Improvement Organizational Diagnosis Talent Management Organizational Development Training and Development Occupational Health
Family Therapy	Theoretical Foundations of Family Therapy Family Diagnostic Interview Contemporary Approaches in Family Therapy Contemporary Family Issues Family Crisis Intervention Couples Therapy Family Therapy

Application area		
Integration seminar	Organizational Development	Family Therapy
	Supervised Practice I Supervised Practice I	Supervised Practice in Couples Therapy Supervised Practice in Family Therapy



Master's Degree in
EDUCATION

Through analysis, research and management, carry out innovative actions in the field of education, that respond to national and international trends.

1. You will develop, through a theoretical-practical approach, the values and tools necessary to function successfully in your field of work.

2. You will apply scientific research in your educational work.
3. You will intervene in educational scenarios to carry out improvements in a well-founded way.

Format of the program

- Quarterly
- 15 subjects

Curriculum		
Basic Area	Fundamentals of Education Psychological Bases of Learning Educational planning Educational evaluation Panorama of Contemporary Education	Complementary with select topic in education: A. Subject from another MED concentration B. Subject from another CETYS program C. International or inter-semester course D. Special project

Concentrations	
Teaching	Didactic Strategies for the Facilitation of Learning Learning Assessment Design of Didactic Situations Teaching Competences: Teaching Innovation Laboratory
Education mediated by technology	Educational Models Mediated by Technology Technology Mediated Teaching Educational Technotrends Design of Learning Environments: Innovation Laboratory in Technology for Learning
Education management	Management Strategies and Educational Quality Leadership and Decision Making Management for Innovation Management for Quality Innovation Laboratory: Management Project
Educational inclusivity	Discussions on Diversities and Education Sociocultural Diversities Diversity Associated with Neurodevelopment Diversity Associated with Physical Health and the Body: Innovation Laboratory for Inclusion
Intervention area	Fundamentals of the Integrative Project Integrator Project Planning Integrator Project Implementation Conclusion of the Integrator Project



Master's Degree in
SOCIO-EDUCATIONAL INTERVENTION
| VIRTUAL FLEX MODALITY

Become a professional capable of designing, developing, and implementing intervention and improvement projects in the educational, family, school, and socio-community fields, using strategies to generate positive and significant impact at the national and international levels.

1. Design and manage projects for the application of educational, family, school, and socio-community intervention techniques in different contexts that favor topics such as social inclusion and sustainable development.
2. Design and manage social mentoring projects for issues such as social prevention, child protection, and attention to youth in conflict with the law, women, prisoners and ex-prisoners.

3. Apply quantitative, qualitative, and mixed research techniques.

The Master's Degree in Socioeducational Intervention is affiliated to the School of Social Sciences and Humanities at CETYS, one of the most reputable in Northwestern Mexico, with over 60 years of experience in professional development.

Global Diploma CETYS - University of Salamanca: a unique institutional alliance that allows for a Degree from USAL.

Format of the program

- 12 subjects
- Available in Virtual Campus

Curriculum Suggested Subjects per semester	
1	Social pedagogy in the Mexican context Reconstruction of the subject in postmodern society Family context and conflict resolution
2	Intervention in family orientation and mediation Social mentoring and sustainable development Educational intervention in confinement and education contexts
3	Community mediation and education in open settings Intervention for school coexistence Qualitative and quantitative methodology in educational research
4	Prevention of addictions and school absenteeism Intervention project Elective



Master's Degree in
LAW

Become a competitive professional at the forefront of the public or private legal sector, capable of generating effective strategies and solutions by applying both international law and the fundamental norms of the current Mexican legal system.

1. Professional and high-impact program with top-level professors.
2. All faculty members have a renowned professional career at a national and international level. More than 70% of the faculty is made up of visiting professors.

3. Academic stays abroad that provide an international experience.
4. The most prestigious Master's Degree in Law in the region, with more than 10 generations of graduates.

Format of the program

- Quarterly
- 14 subjects

Curriculum	
Core Content	Constitutional Theory and Human Rights Legal Argumentation Fiscal Law Individual and Collective Labor Relations Alternative Dispute Resolution - National and International

Concentration courses	
International Corporate Law	Legal Framework of Companies and Mercantile Societies Commerce Code and Debt Securities Intellectual Property Law Environmental Law Fiscal Law Strategies Legal Regime of Foreign Trade, Customs and Trade Agreements Energy and Telecommunications Law
Constitutional Law and Amparo	Federal System and the Principle of the Division of Powers Constitutional and Conventionality Control Mechanisms Amparo Trial Proceedings Selected Topics of Social, Civil and Administrative Amparo Collective Actions State Constitutional Law Contentious Administrative Procedure
Final courses	Legal Ethics Capstone Project



Master's Degree in
NEUROPSYCHOLOGY

Improve people's quality of life by developing abilities related to the research, evaluation, intervention, and rehabilitation of neurodevelopmental and neuropsychological disorders.

Format of the program

- Quarterly
- 15 subjects

1. Apply assessment techniques and tools aimed at diagnosing developing cognitive and affective processes, as well as the cognitive and behavioral repercussions of a brain injury.
2. Adopt an ethical stance during neuropsychological research, evaluation, and/or intervention processes, adhering to national and international protocols.

Curriculum	
Core content	<p>Theoretical models in Neuropsychology Neuropsychology and brain functions Neurodevelopment in childhood and adolescence Neurodevelopment in adulthood Neuropsychology of cognitive and affective processes Neuropsychology of behavior, personality, and executive functions</p>
Clinical area	<p>Neuropsychological assessment instruments Clinical assessment of mental disorders and brain damage Neuropsychological evaluation: Integrated report writing Neuropsychopharmacology Neuropsychological intervention methods and techniques</p>
Research area	<p>Research methods in Neuropsychology Data analysis techniques Introduction to applied methodology in Neuropsychology Applied methodology in Neuropsychology</p>



Master's Degree in
SOCIAL GERONTOLOGY

Become a professional capable of designing, developing, and implementing intervention and improvement projects in the educational, family, school, and socio-community fields, using strategies to generate positive and significant impact at the national and international levels.

1. Design and manage projects for the application of educational, family, school, and socio-community intervention techniques in different contexts that favor topics such as social inclusion and sustainable development.

2. Design and manage social mentoring projects for issues such as social prevention, child protection, and attention to youth in conflict with the law, women, prisoners and ex-prisoners.
3. Apply quantitative, qualitative, and mixed research techniques.

Format of the program

- 12 subjects

Curriculum	
Semester I	<p>Social pedagogy in the Mexican context Reconstruction of the subject in postmodern society Family context and conflict resolution</p>
Semester II	<p>Intervention in family orientation and mediation Social mentoring and sustainable development Educational intervention in confinement and education contexts</p>
Semester III	<p>Community mediation and education in open settings Intervention for school coexistence Qualitative and quantitative methodology in educational research</p>
Semester IV	<p>Prevention of addictions and school absenteeism Intervention project Elective</p>



DOCTORATE IN EDUCATION | Virtual Flex Modality

Transform yourself into an influential leader in the field of education, mastering innovative teaching methodologies, educational management, and assessment practices. Through rigorous research projects, you will address contemporary challenges and become a catalyst in shaping the future of education.

1. **Cultivate a Globally Informed Perspective:**
Elevate your competencies by nurturing a critical understanding of the philosophical, pedagogical, historical, and social dimensions of education. This empowerment will enable you to navigate responsibly through the dynamic educational landscape of Today.

2. **Conduct Empirical Research with Scientific Rigor and Ethical Integrity:**
Engage in empirical research endeavors with unwavering scientific rigor and ethical conduct. By addressing pressing educational issues, you will actively contribute to the generation of knowledge necessary for informed decision-making.
3. **Drive Innovation in Education:**
Take the lead in promoting innovation across teaching methodologies, educational management, and assessment practices. Harness advanced knowledge and skills to instigate positive transformations within the educational sphere.

Format of the program

- 13 subjects
- Available in Virtual Campus

Curriculum	
Formative stage	Fundamentals of Education Contemporary and Emerging Issues in Education Educational Assessment Management and Leadership in Education Selected Teaching Topics Current Topics in Education // Overseas Course Methodology Skills Workshop Research Skills Workshop
Thesis writing	Problem Formulation Reference Framework Research Design Research Report Pre-doctoral Assessment

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