



NEW PROGRAM



Bachelor in Global Management and Digital Innovation

PROGRAM WITH
CLASSES 100% IN ENGLISH



As a **Bachelor in Global Management and Digital Innovation**, you will be prepared to analyze, design, and lead business strategies in international environments, integrating management, technology, and innovation as key drivers of organizational transformation. You will develop critical thinking, a global perspective, and advanced digital competencies to generate sustainable and strategic solutions for the challenges of the global market and digital economy.



ADMISSION PROFILE

As an aspiring Bachelor in Global Management and Digital Innovation, you should be interested in:

- Technology
- Finance and business intelligence
- International environments
- Leadership and strategic decision-making



EMPLOYMENT AREAS

Upon graduation, you will be able to develop professionally in:

- Corporate planning and strategy
- Innovation and digital transformation
- International finance and investment analysis
- Talent management and digital organizational culture
- Sustainability and corporate responsibility

Why study at CETYS University?



We have more than six decades of experience training leading professionals, with 92% obtaining employment within a year of graduation.



76% of our teaching staff hold a doctoral degree as well as accredited professional experience.



The CETYS University School of Business and Administration is the most recognized in the region due to its linkages with leading companies in the industry.

WE LIVE FOR EDUCATIONAL QUALITY

CETYS University's Bachelor's program is backed by quality accreditors and evaluators worldwide. We will help you build your future.





Multiexperiential Educational Model

We are making our way through new paths.

Redirecting our efforts to further your future development.



HUMANIST:

Recognizes students' different roles in society.



FLEXIBLE:

The professor acts as a facilitator and the student builds his professional profile.



EXPERIENTIAL LEARNING:

You learn, practice, and reflect on your impact on the world.

CURRICULUM

1st SEMESTER

- Be-Human Project
- Management
- Economy
- International Business Law
- Financial Accounting

2nd SEMESTER

- Effective Communication
- Elective Comprehensive Development: Block 1
- ICT for Business Innovation
- Strategic Marketing
- Business Mathematics
- Business Culture and Geoeconomics

3rd SEMESTER

- Business Intelligence
- International Labor Law
- Business Statistics
- International Strategic Planning
- Elective Comprehensive Development: Block 2

4th SEMESTER

- Scientific Research
- Talent Management
- Financial Analysis
- Globalization, Regionalization and Emerging Markets
- Fundamentals of Global Finance
- Digital Transformation and Business Models

5th SEMESTER

- Management Accounting
- Geopolitics and Business Strategy
- International Banking and Financial Institutions
- Innovation Management for Global Markets
- Elective Comprehensive Development: Block 3
- Elective I

6th SEMESTER

- Financial Management
- Business Sustainability
- Emerging Markets and Sustainable Finance
- Sustainable Innovation Ecosystems
- Elective Comprehensive Development: Block 4
- Elective II

7th SEMESTER

- Ethics for 21st Century Society
- Entrepreneurship Development
- Financial Crises and Global Perspectives
- Capstone Project I: Global Project Management
- Specialization I: Global Leadership and Cross-Cultural Management
- Certification I: International Diplomacy and Protocol

8th SEMESTER

- Global Competence
- Global Strategy and International Competitiveness
- Capstone Project II: Global Project Management
- Specialization II: Cybersecurity in International Business
- Certification II: Digital Intellectual Property Rights

Contact us for more information:



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