



EDUCACIÓN CON
RESPONSABILIDAD
SOCIAL

UNIVERSIDAD DE COLIMA

Dirección General de Relaciones Internacionales y Cooperación Académica

List of courses and subjects taught in English 2017.

SCHOOL OF SCIENCE.		
Bachelor of Mathematics		
Semester January- June 2016.		
Course	Semester.	Pre-requisite
Fourier Analysis II	7	
Stochastic Processes	7	
August – December 2016.		
Course	Semester.	Pre-requisite

SCHOOL OF MECHANICAL AND ELECTRICAL ENGINEERING		
Computer Systems Engineer		
Semester January - July 2017.		
Course	Semester.	Pre-requisite
Software Engineering	6	
Data Structure	2	
August – December 2017.		
Course	Semester.	Pre-requisite

SCHOOL OF MECHANICAL AND ELECTRICAL ENGINEERING		
Mechanical Electrician Engineer		
Semester January - July 2017.		
Course	Semester.	Pre-requisite
Power Saving	8	
Power systems II	6	
August – December 2017.		
Course	Semester.	Pre-requisite
Elective: Finite element workshop	6,7,8	

SCHOOL OF FOREIGN LANGUAGE.		
Bachelor in Language Teaching.		
Semester January- June 2017.		
Course	Semester.	Pre-requisite
English II	2	BI of English
Learning Theories	2	
Intermediate English I	4	
Teaching English II	4	
Teaching Practice Analysis and	4	



UNIVERSIDAD DE COLIMA

Dirección General de Relaciones Internacionales y Cooperación Académica

Observation		
Sociolinguistics	4	
Intermediate English III	6	
Teaching Practice II	6	
Sylabus Design	6	
Advance English II	8	
<i>August – December 2017.</i>		
Course	Semester.	Pre-requisite
Enlgish I	1	B1
Learning to Learn	1	
English III	3	B1+
Teaching Pronunciation	3	
Materials Design	3	
Teaching Methods L2	3	
Language Acquisition I	3	
Intermediate English II	5	
Teaching Practice I	5	
Advanced English I	7	
Learning Assessment	7	

SCHOOL OF MARKETING.		
<i>Bachelor in Public Relations and Advertising.</i>		
<i>Semester January- June 2017.</i>		
Course	Semester.	Pre-requisite
Sociology of Public Relations	4	
New Advertising Media	8	Elective
<i>August – December 2017.</i>		
Course	Semester.	Pre-requisite
Public Relations Management	3	
Advertising Communication Strategies	7	Elective.
SCHOOL OF MARKETING.		
<i>Bachelor in Marketing.</i>		
<i>Semester January- June 2017.</i>		
Course	Semester.	Pre-requisite
Development and research	2	
Marketing services	4	
Qualitative research	4	
e-commerce	4	
International Marketing Research	8	Elective.
Media Management	8	Elective.



UNIVERSIDAD DE COLIMA

Dirección General de Relaciones Internacionales y Cooperación Académica

New Product Launching	8	Elective.
New Product Development	8	Elective.
August – December 2017.		
Course	Semester.	Pre-requisite
Introduction to market research	3	
Place and logistics	3	
Quantitative research	5	
International commerce	5	
Strategic Management	7	
Marketing Research Seminar	7	Elective.

SCHOOL OF Psychology		
Bachelor of Psychology		
Semester January- June 2017.		
Course	Semester.	Pre-requisite
Research Seminar II	10	Have knowledge of quantitative and qualitative research methodology
Applied Pshychology in the Organizational area	10	General knowledge of Pshychology
August – December 2017.		
Course	Semester.	Pre-requisite
Research Seminar I	9	Have knowledge of the scientific research protocol
Applied Psychology in the community area	9	General knowledge of Pshychology

SCHOOL OF TOURISM		
Bachelor of Tourism Management		
Semester January- June 2017.		
Course	Semester.	Pre-requisite
Hosting company management	4	
Elective IV: Logical Reasoning.	1 a 6	It will be offered as an internal club and will open if there is a minimum of 15 students.
Nature tourism project	6	
Quality management	6	
Congress and conventions	8	
Formulation of tourism projects	8	
August – December 2018.		
Course	Semester.	Pre-requisite



UNIVERSIDAD DE COLIMA

Dirección General de Relaciones Internacionales y Cooperación Académica

Sustainability in tourism	5	
Business Tourism Management	5	
Strategic direction	5	
Marketing applied to tourism	5	
Financial analysis	5	
Elective: Management of services for events	1 a 6	It will be offered as an internal club and will open if there is a minimum of 15 students.
Elective: Oenology and Cocktail	1 a 6	It will be offered as an internal club and will open if there is a minimum of 15 students.
Elective_ Protocol Event Management	1 a 6	It will be offered as an internal club and will open if there is a minimum of 15 students.
Elective: Gastronomy	1 a 6	It will be offered as an internal club and will open if there is a minimum of 15 students.
Elective: Camping and hiking	1 a 6	It will be offered as an internal club and will open if there is a minimum of 15 students.
Elective: Techniques of observation of flora and fauna	1 a 6	It will be offered as an internal club and will open if there is a minimum of 15 students.
Elective: Tour Guide Seminar	1 a 6	It will be offered as an internal club and will open if there is a minimum of 15 students.
Elective: Local development workshop	1 a 6	It will be offered as an internal club and will open if there is a minimum of 15 students.

Total of regular courses taught in English: 65

Total of Undergraduate Bilingual Programs: 3

Bachillerato Técnico 1

Bachillerato Técnico 4

Bachillerato Técnico 33

Educational Program completely taught in English: 1



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Bachelor in International Business.

Bachelor in International Business

Length of course: 8 semesters

The Bachelors in International Business from the University of Colima, aims to provide the student with a set of business, economic and administrative and financial theories, as well as methods and techniques for the development and expansion of businesses in the field of international business as well as a conceptual language indispensable in the education of professionals in this area.

Mission:

The education of quality professionals in the field of international business with extensive knowledge in the handling of international transactions that will allow the professional in the proposal, development and assistance in making decisions of national businesses in a globalized world dominated by information technology.

Vision:

Be a program of excellence, credited for its academic quality and renowned for the performance of its graduates, which are distinguished for the ethical and professional commitment in international business.

Applicant Profile:

- Interest in studying trading strategies at national and international levels
- To create and / or promote internationally competitive enterprises.



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- Interest in the economic, political and social problems that affect the country and the world.
- Knowledge of basic middle education mathematics (algebra and differential and integral calculus).
- Have notions of methodology and research techniques (locating sources of information).
- Willing to develop skills in oral and written expression (logical reasoning and fondness for reading).
- Willing to develop skills of analysis and synthesis (interpreting information).
- Have a good command of English and willing to learn another language.
- Willing to develop values in leadership, teamwork and overcoming challenges.
- Interest in learning about other cultures.

Graduates profile:

Starting by the basic plan of studies, the graduates from arts degree in international business of the University of Colima will have a consistent basic education that includes a theoretical knowledge in international businesses and the cultural processes, social and economic, such as determining factors in the realization of the same.

- The student possess a wide knowledge about the modern theories, such as how to make businesses for a national level just as much as for an international one.
- The student can master theories and techniques of administration that can lead to a better performance in the realization of businesses of the enterprises.
- The student can master legal techniques and countable, for trading and marketing investigation that will let him carry out the analysis of the competitiveness capacity of the enterprises to an international level.



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RESPONSABILIDAD
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UNIVERSIDAD DE COLIMA

Dirección General de Relaciones Internacionales y Cooperación Académica

- The student has a wide knowledge about the relation between the culture, economy and businesses in the different economics blocks to be able to design strategies of penetration in the international marketing.
- The student has a wide knowledge about the advances of economics theories, regarding the internationalization of the economical processes, particularly of the Mexican economy
- The student has a background with enough input about other disciplines that complements his knowledge, to understand the international dynamics of the businesses, such as rights, marketing and finances.
- The student studies marketing and international businesses under its new modality: e- trading.
- The student can explain the great tendencies of adaptation of the enterprises to competitive environments in the international arena.
- The student knows the demands and the regulatory framework that condition the international trade.
- The student can explain the processes of internationalization of the Mexican economy.

Activities that the graduate can accomplish:

- The student operates business strategies, in the international context for the expansion and diversification of the exportations.
- The student can develop plans and businesses, based in what it is established concerning trade, and the international regulatory.
- The student can carry out diagnostics; he analyses and evaluates opportunities of business in the enterprises of the exporting sector with international enterprises.
- The student investigates the behavior of the national and international markets, he analyses prices and costs of the markets' structure.



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RESPONSABILIDAD
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UNIVERSIDAD DE COLIMA

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- The student can design programs to encourage the development of the foreign trade and the creation of strategies of commercialization taking into account the social aspects, cultural, politics and economics.
- The student can analyze the economical, national and international trade structure, as well as the economic blocks to develop strategies of permanence of the enterprises in the different highly competitive markets.
- The students can advise about the legal framework for the establishment of an international enterprise according to the type and size of the market.
- The student can carry out businesses via internet.
- The student can establish logistical for the realization of fairs and national and international presentations.
- The student can analyze the feasibility of new products and services according to the context of the international market, and the segment to the market which it is directed to.

Field of Work:

Graduates from The Bachelors degree in International Business at the School of Economics by the University of Colima will be able to work in the following areas:

- Exporting and importing enterprises, commercial services enterprises.
- Private national and international enterprises.
- Commercial consultancy.
- Exterior Commerce Bank (BANCOMEXT).
- Producer association.
- Public institutions or government sector.
- Economics Secretariat and Economics Promotion Secretariat.
- Multilateral Agencies (OMC, APEC).
- Corporate chambers and independent work.

Prior Studies:

Must have finished high school, preferably in the area of economic and administrative sciences.



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Entry Requirements:

- Submit the required documentation and the high school diploma or certificate with a minimum grade average of 8.0.
- Take the introductory course in the time determined by the Institution.
- Cover the required fees
- Have a 560 points of TOEFL Test

Subjects			
First Semester	Second Semester	Third Semester	Fourth Semester
<ul style="list-style-type: none"> • Financial mathematics • Introduction to Economics • Introduction to Finances • Introduction to International Business • Integrative workshop of the economy system • English I • Sporting and cultural activities • University Social Service 	<ul style="list-style-type: none"> • Differential and Integral Calculus • Marketing • Microeconomics • General Accounting • Integrative workshop of microeconomics • English II • Sporting and cultural activities • University Social Service 	<ul style="list-style-type: none"> • Statistics • Market research • Macroeconomics • Financial analysis • Integrative workshop of macroeconomics • English III • Sporting and cultural activities • University Social Service 	<ul style="list-style-type: none"> • Basic econometrics • Law and economics • International economics • Corporative finances • Integrative workshop of International economics • English IV • Sporting and cultural activities • University Social Service
Fifth Semester	Sixth Semester	Seventh Semester	Eight Semester



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<ul style="list-style-type: none">• International market research• Culture, economy and business in Europe• Customs management• International business management• Negotiation• Integrative workshop of the management of international business• Optional I• Optional language I• Sporting and cultural activities• University Social Service	<ul style="list-style-type: none">• International marketing• Trade logistics• Strategic administration• International business• Integrative workshop of international business• Optional II• Optional language II• Sporting and cultural activities• University Social Service	<ul style="list-style-type: none">• Law applied in international business• Marketing management• Optional III• Optional language III• Sporting and cultural activities• University Social Service	<ul style="list-style-type: none">• International business plan• Marketing and trading plan• Business seminar• Optional IV• Optional language IV• Sporting and cultural activities• University Social Service
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