



Universidad de Colima
Dirección General de Relaciones Internacionales y Cooperación Académica.

List of courses taught in English 2015.

SCHOOL OF MARKETING.		
Bachelor in Public Relations and Advertising.		
Semester January- June 2015.		
Course	Semester.	Pre-requisite
Sociology of Public Relations	4	
New Advertising Media	8	Elective
August – December 2015.		
Course	Semester.	Pre-requisite
Public Relations Management	3	
Advertising Communication Strategies	7	Elective.

SCHOOL OF MARKETING.		
Bachelor in Marketing.		
Semester January- June 2015.		
Course	Semester.	Pre-requisite
International Trade	4	
Quantitative Marketing Research	4	
Industrial Market	6	
Leadership with human development	6	
International Marketing Research	8	Elective.
Media Management	8	Elective.
New Product Launching	8	Elective.
New Product Development	8	Elective.
August – December 2015.		
Course	Semester.	Pre-requisite
Marketing for Services	5	
Public Relations	5	
Computing V (e-commerce)	5	
Strategic Management	5	
Evaluation of Investment Projects	7	
Marketing Research Seminar	7	Elective.

SCHOOL OF FOREIGN LANGUAGE.



Bachelor in Language Teaching.

Semester January- June 2015.

Course	Semester.	Pre-requisite
English II	2	
Educational Psychology	2	
English IV	4	
English Teaching II	4	
Teaching Practive Analysis and Observation	4	
English VI	6	
Teaching practice II	6	
Syllabus Design	6	
Research Seminar	8	
Literature II	6	
English VII	8	

August – December 2015.

Course	Semester.	Pre-requisite
English I	1	
English Phonology	1	
English III	3	
English Teaching I	3	
Materials Design	5	
English V	5	
Teaching Practice I	5	
Literature I	5	
English VII	7	
Research Seminar	7	
Learning Assessment	7	

SCHOOL OF FOREIGN TRADE

Bachelor in Foreign Trade.

Semester January - July 2015.

Course	Semester.	Pre-requisite
Economic structure and policy in the world	2	
ecology and sustainable development	2	

SCHOOL OF ECONOMICS.

Bachelor in International Business

Semester January - July 2015.

Course	Semester.	Pre-requisite
Differential and integral calculus	2.	
Marketing	2.	
Microeconomics	2.	
General Accounting	2.	



Integrative workshop of the microeconomics	2.	
English II	2.	
August – December 2015.		
Course	Semester.	Pre-requisite
Statics	3	
Market Research	3.	
Macroeconomics	3.	
Financial analysis	3.	
Integrative workshop of macroeconomics	3.	

SCHOOL OF TOURISM.		
Bachelor in Tourism Management		
Semester January - July 2015.		
Course	Semester.	Pre-requisite
Management software (Accountancy)	4.	
Travel Enterprise Operation	4.	
Accommodation	4.	
Financial Analysis	6	
Alternative Tourism Projects	6.	
Quality Management	6.	
Meetings and Conventions	8	
Tourism Projects Development	8	
Food and Beverage	6	
Hotel Management	6	
Tourist Services Promotion	6	
Culinary Arts	8	
Internship	6	

SCHOOL OF MECHANICAL AND ELECTRICAL ENGINEERING		
Computer Systems Engineer		
Semester January - July 2015.		
Course	Semester.	Pre-requisite
Software Engineering	6	
August – December 2015.		
Course	Semester.	Pre-requisite
Artificial intelligence	7	



SCHOOL OF MECHANICAL AND ELECTRICAL ENGINEERING		
Mechanical Electrician Engineer		
Semester January - July 2015.		
Course	Semester.	Pre-requisite
Power Saving	8	
Power systems II	6	
August – December 2015.		
Course	Semester.	Pre-requisite
Power quality	7	
Power systems I	5	

SCHOOL OF SCIENCE.		
Bachelor of Mathematics		
Semester January- June 2015.		
Course	Semester.	Pre-requisite
Fourier Analysis II	8	
Modern Algebra I	4	
Discrete Mathematics	2	
Numerical Methods	5	
August – December 2015.		
Course	Semester.	Pre-requisite

SCHOOL OF SCIENCE.		
Bachelor in Physics		
Semester January- June 2015.		
Course	Semester.	Pre-requisite
Physics of Particles		Elective
August – December 2015.		
Course	Semester.	Pre-requisite

Total of regular courses taught in English: 77

Educational Program completely taught in English: 1

Bachelor in International Business.