



Dirección General de Relaciones Internacionales y Cooperación Académica.

List of courses taught in English 2019.

Telematics School Telematics Engineering		
Semester February- July 2019.		
Course	Semester.	Professors name
Testing and usability methods	6°	Dra. Silvia Berenice Fajardo Flores
Project management	6°	Dr. Joaquin Carrillo Hidalgo
Distributed databases	6°	Dr. Miguel Ángel Rodríguez Ortiz
Programming on the internet	6°	Carlos Ulibarri Lreta
Semester August- December 2019.		
Course	Semester	Professors name
Projects formulation	7°	Dr. Joaquin Carrillo Hidalgo

Telematics School Software Engineering		
Semester February- July 2019.		
Course	Semester.	Professors name
simulation and operations research	6°	Arturo García Nevares
Object Oriented Programmin	2°	Jorge Rafael Gutiérrez Pulido
Semester August- December 2019.		
Course	Semester	Professors name
Interaction Human cumputer	5°	Jorge Rafael Gutiérrez Pulido

Science School BA in Mathematics		
Semester February- July 2019.		
Course	Semester.	Professors name
Differential Geometry	3	Andrés Pedroza
Commutative Algebra and Algebraic curves	5	Bernard Castaño
Selects Topics in Algebra	4	Bernard Castaño
Mathematics Models	5	Roberto Saenz

Science School BA in Physics		
Semester February- July 2019.		
Course	Semester.	Pre-requisite
Analytical Mechanics	4	James Alexander Stuart
Statistical Mechanics	6	Modak Sujoy



Quantum mechanics II	6	Paolo Amore
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Marine Science School BA in Oceanology		
Semester February- July 2019.		
Course	Semester.	Professors name
Marine microbiology	6	Sonia Isabel Quijano Scheggia
Coastal processes	6	Dr. Manuel Gerardo Verduzco Zapata

Marine Science School Ocean Engineering		
Semester February- July 2019.		
Course	Semester.	Professors name
Applied Oceanography	5	Dr. Manuel Gerardo Verduzco Zapata

Tourism School BA in Tourism Management	
Semester February- July 2019.	
Course	Semester.
Human Capital Management	4
Tourism Enterprises Management	4
Nature Tourism Projects	6
Quality Management	6
Optative II	6
Tourism Destination Management	8
Optative IV	8

Civil Engineering School Civil Engineering		
Semester February- July 2019.		
Course	Semester.	Professors name
Science of Materials	2	Carlos Ignacio Villa
Materials Mechanics	4	Justo Orozco Rojas
Enviromental Impact	10th	Ana Luz Quintanilla Montoya
Semester August- December 2019.		
Course	Semester	Professors name
Enviromental and Human Riks Factors	5	Oliver Mendoza Cano
Heuristics and data bases	3	Ramón Solano
Linear algebra	3	Mario López Rojas



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School of Foreign Languages BA in Language Teaching		
Semester February- July 2019.		
Course	Semester.	Professors name
Learning Theories	2	Raúl Alejandro Jiménez Rosales
Teaching Pronunciation L2 II	4	Alejandro Silvestre Tello Moreno
Language Awareness II	4	María Magdalena Cass Zubira
Teaching Practice II	6	Rosa María Pelaez
Advanced English II	8	Guillermo Guadalupe Duran García
Elective Courses		
Alternative Teaching Resources		María Magdalena Cass Zubira
Productive English Skills		Fernando Manuel Peralta Castro
English Grammar II		Evangelina Flores Hernández
August – December 2019.		
Elective Courses		
Computer Basic Skills for Teaching		
Language and Culture L2		

School of Marketing. BA in Public Relations and Advertising.			
Semester February- July 2019			
Course	Semester.	Pre-requisite	Professors name
Sociology of public relation	4		Martha Maximina Godinez Cruz
New Advertising Media	8	elective	Joaquin Carrillo Hidalgo
August – December 2019			
Course	Semester.	Pre-requisite	Professors name
Public Relations Management	3		Myriam del Toro Mejía
Advertising Communication Strategies	7	Elective	Joaquin Carrillo Hidalgo

School of Marketing. BA in Marketing.		
Semester February-July 2019		
Course	Semester.	Professors name
Development and research	2	Rogelio Felix Flores
Marketing services	4	Claudia Velázquez García
Qualitative research	4	Ana Conceza Peralta
e-commerce	4	Miguel de la Vega Torres



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Integrative Simulador	Business	8	Francisco Soto Ramírez
Market Segmentation		2	María de los Dolores Santarriaga Pineda
August – December 2019			
Course		Semester.	Professors name
Introduction to market research		3	Susana Vidrio Barón
Place and logistics		3	Francisco Soto Ramírez
Quantitative research		5	María de los Dolores Santarriaga Pineda
International commerce		5	Joaquín Carrillo Hidalgo

School of Psychology		
BA in Psychology		
Semester February- July 2019.		
Course	Semester.	Pre-requisite
Research Seminar II	10	Knowledge of quantitative and qualitative research method.
Applied Psychology in the Organizational area	10	General knowledge of Psychology
Semester August- December 2019.		
Course	Semester	Pre-requisite
Research Seminar I	9	Knowledge of introduction to research methodology

School of Medicine		
PhD in medical sciences		
Semester February- July 2019.		
Course	Semester.	Professors name
Research Seminar II	4	Iván Delgado Enciso

62 courses taught in English in 12 educative programs: oceanology, ocean engineering, Tourism and Management, BA Physics, BA in Mathematics, Telematics engineering, Software engineering, Civil engineering, Language Teaching, Psychology, Marketing and Medicine.

Total of Undergraduate Bilingual Programs: 3

Bachillerato Técnico 1

Bachillerato Técnico 4

Bachillerato Técnico 33

Educational Program completely taught in English: 1

Bachelor in International Business.



UNIVERSIDAD DE COLIMA

FACULTY OF ECONOMICS

BA IN INTERNATIONAL BUSINESS

Directory

M.A José Eduardo Hernández Nava
Rector

M.C. Christian Jorge Torres Ortiz Zermeño
Secretary General

Dr. Carlos Eduardo Monroy Galindo
General Education Coordinator

Dra. Sara G. Martínez Covarrubias
General Director of Higher Education

Dra. Oriana Zaret Gaytan Gomez
Dean of the Faculty of Economics

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FOUNDATION

Mission and vision of the Economy Faculty

Mission: Integrally train professionals in economics and post-graduates in highly competitive transpacific finances and relationships, with teachers who research cutting-edge topics in economics, finance, sustainable development, international business and economic relations in the Pacific basin through their academic bodies, centers of research and participation in national and international networks, linking their professors and graduates with the productive, social and public sectors from the practice of economic consulting

Vision: The Faculty of Economics is visualizes itself in 2025 as a highly integrated unit with: the collegial participation of its academic and administrative staff; a solid capacity and academic competitiveness supported for being a faculty with a degree of preferential qualification, PROMEP profile and membership of the SNI: consolidated academic bodies linked to national and international research networks in the public and private sectors; educational programs accredited and designed by competitions; better terminal efficiency; favorable external evaluations; physical infrastructure and adequately sufficient human resources

PROFESSIONAL PROFILE

Curricular Objectives

To train competent professionals who are capable of analyzing the business reality and its environment in order to detect business and investment opportunities in an international and national context; and analyze and develop expansion strategies of companies in the field of international business, leading the execution of their profession through ethical and humanistic principles and developing integrally through art, science and culture.

Graduation profile

From the basic structure of the curriculum, the graduate of the International Business of the University of Colima, will have a basic training conscious formation, which includes theoretical and practical knowledge in international business cultural, social, and economic processes, and the determining factors in the correction of them.

Knowing to know:

- Has broad knowledge about the modern theories of how to do business both nationally and internationally
- Acquires a mastery of legal techniques, marketing, accounting, and market research
- Has a broad knowledge about the relationship between culture, economy, and business in the different economic blocks
- Acquires a broad knowledge of advances in economic theory in regard to the internationalization of economic processes, particularly those of the Mexican economy
- Possesses a formation with sufficient exposition to the other disciplines that complement it, in order to understand the international dynamics of business, such as law, marketing, and finances
- Study marketing and international business under the new modality of online commerce (e-commerce)
- Knows the requirements and the legal regulatory framework that condition international trade
- Understand the dynamics of business

Knowing to do:

- Applies theories and administrative techniques that lead to a better performance in companies realization of business
- Performs analysis of the competitive capacity of companies at a national and international level
- Designs penetration strategies in international markets
- Able to explain the tendencies of company adaptations to competitive environments in the international sphere
- Can explain the processes of internationalization of the Mexican economy
- Able to apply management skills, problem solving, and communication technique

Knowing to Be:

- Respect other professionals in your area and other disciplines
- Work with prudence

- Conducts her/himself with ethics in the practice of his/her profession

Occupational field:

- Exporting and importing, commercial or service companies
- Creation and development of national and international private companies
- Business consultancy
- Public institutions that promote foreign trade as Bancomext
- Producer associations
- Public institutions or government sector
- Secretaries of economic promotion and secretary of economy
- Multilateral organizations (WTO, APEC, etc.)
- Corporate chambers and independent work

Admissions Profile:

- Interest in studying negotiation strategies in the national and international fields to create and / or promote internationally competitive companies.
- Interest in the economic, political, and social problems that affect the country and the world.
- Knowledge of mathematics in the upper intermediate level (algebra, differential, and integral calculus).
- Have notions about methodology and research techniques (search for sources of information).
- Disposition to develop oral and written expression skills (logical reasoning and liking for reading).
- Disposition to develop analysis and synthesis skills (interpret information)
- Disposition to learn another language.
- Disposition to develop values of leadership, teamwork, and overcoming challenges.
- Interest in learning about other cultures.

Degree requirements:

- Hold no debt to University libraries, the campus, or other University dependencies.
- Have proof of termination of the Constitutional Social Service and Internship.
- Present proof of current English language level, with a minimum of 450 points of TOEFL for the option in Spanish, and a minimum of 580 points

for the option in English, or an equivalent instrument that counts as international recognition.

- Comply with the provisions of the selected degree modality
- Cover the corresponding duties
- Any other marked by the School Regulations of the University of Colima and the applicable Institutional Regulations

Organization and Curriculum Structure

The duration of the degree in International Business is eight semesters, and shares a common courses for two years (first to fourth semester) with bachelor's degrees in Economics and Finance. The proposal of the modular system by competences consists of four modules for the common courses, and four modules of the individual degree, in addition to electives of areas that students can choose on their fifth semester; the integrated workshops make the work of the modules flexible from the start of the career studies.

The selected teaching-learning method to operationalize the Plan of Studies of the International Business Degree is the Competency Based Approach (EBC) under a modular system. Ascends in the development of generic competences for the four semesters of the common courses, while the specific competences will be attended from the fifth to the eighth semester. In this context, the competences that will be applied are based on the identification of suitable performances (Tobon, 2005), which are formulated, from knowing to know (possess knowledge), know how (skills and abilities to perform the activity), know how to be (attitudes) and know how to live together (collective values).

The organization and the curricular structure under the EBC- Modular of the curriculum of the degree in International Business is made up of four training areas: Basic core, Elective, Complementary, and Elective areas. It should be noted that the core is divided into 5 Sub-areas which are: Business, Economics, Finance, Quantitative Methods, and Administration.

The modules have been developed to determine the philosophy of the curriculum, have the purpose of serving as integrating structures of objectives, content and learning activities around the problems belonging to the internship. This integration is established when the elements of competence are linked to global competence, the problematizing node and the competency units, previously proposed by the Curricular Committee and the corresponding semester academies. Each semester includes a module:

- First semester: Knowledge of the economic, financial, and business environment
- Second semester: Consumer behavior and business strategies (market and financial)
- Third Semester: Macroeconomic environment in competitive environments
- Fourth semester: Applications of international economy
- Fifth semester: Application of negotiation techniques
- Sixth semester: Application of business in international environments
- Seventh semester: Analysis of import and export companies
- Eighth semester: Applications of international business

The learning strategies for the conformation of the modules, by competences of the common courses of the Degree in International Business are linked to the third phase of the Tuning Curriculum Project, which refers to the planning or development of learning strategies. In this sense, it has been decided to apply only two learning strategies, which were selected according to the characteristics of the biannual module and the decisions of the academics of each semester. The strategies are: Problem-based learning and Project-based learning.

The methodology to carry out the integration of a module begins with two basic aspects, the daily-weekly logic with the modular work and the systematization that contains the weekly, monthly and semester planning of the practical contents to review for each one of the work groups. The weekly operational logic of each module is based on the identification and description of the units of competence or learning, of the elements of competence (content) that compose it, whose structure is designed so that in a lapse of five days the student will be able in knowing to know and know how, can discuss a problem, project or case and carry out learning activities, through the

use of teaching techniques or pedagogical techniques where the professor advises in a way that is systematic. Making a specific follow-ups in the classroom to each and every one of the learning strategies designed for that purpose. Likewise, it is supported by group tutoring, with the option of individual tutoring, which is, each of the groups has two tutors. The tutor of the group that in all the chaos imparts class, is committed to approaching or reviewing the placement of students who present low academic performance, advising or channeling it with the indicated personnel. At the same time, the student community has the opportunity to choose, in case they so wish, their tutor from the group's assistants.

The degree in International Business has a total of 315.6 credits and is composed of 72 subjects. The division of the areas of training for the career allows identification that the matters of the basic nucleus are those that appear with greater weight in absolute terms as much in the total number has 41 basic core assignments, with a total of 214 credits. The area of complementary training, optional electives are those that appear with the least number of subjects and credits in the Bachelor's degree.

The Bachelors in International Business has 14 complementary subjects, with a total of 49.6 credits, the aforementioned is due to the accreditation of university Social Service subject (from first to eighth semester), Social Service constitutional (sixth semester), Internship (eighth semester) and Foreign Language (first to fourth semester)

With respect to the proposal of electives, the DES-Economics is offering a total of 38 in the Bachelor of International Businesses, divided into 8 subareas: Businesses in the exterior, Research Techniques, Market Techniques, International Commerce, Entrepreneurship, Sustainable Businesses, Public sector and Languages. In the semesters of fifth to seventh grade, the student must choose an elective; one for the eighth semester and two will be chosen. The elective subjects of the fifth and seventh semester are offered simultaneously, as well as in sixth and eighth, allowing the student to have more options and choose in a flexible way. In addition, the aspect of offering the electives in a simultaneous manner will allow the students who partake in academic mobility in the last four semesters of the career, to strengthen topics that they have not reviewed during their stay. It will be understood by flexibility of the open election of electives, although these are not part of the same thematic block.

The elective subjects that can be taught are: Cultural and Sports Activities, Ethics, Leadership, Negotiation and Conflict Resolution, Oral and Written Communication. Emotional Intelligence, and Neuro Linguistic Programming. As well as all the elective subjects of the Economy and Finance License, according to the offer of the same. In addition, it is proposed that the student can accredit the elective subjects with the language graduates (French, Italian, Chinese, etc.) offered by the Faculty of Foreign Languages of the University of Colima.

The teaching strategy of English language proficiency for the common courses (from 1st to 4th semesters) in the Bachelor of International Businesses, is taught as: four hours daily of academic learning, two hours as independent learning per week for a total of 384 hours of English during the common courses. The languages of French and Mandarin Chinese will be taught as a Foreign Language Elective from the fifth to eighth semester of the International Business degree. The load of hours will be three hours under academic conduction and one of independent work of the student per week, to give a total of 64 hours of teaching per semester and a total of 256 hours at the end of the career.

List of courses

Name of the Program:	Degree in International Business
Campus:	Faculty of Economics
Field of Discipline:	Social sciences, Administration, and law
Specific Field:	Business and Administration
Key:	FE07
Date of Commencement:	
Duration:	Eight semesters
Module:	Schooled
Credits Required:	315.6
Schedule:	7:00 to 14:00 hrs and 16:00 to 21:00 hrs.

KEY	SUBJECT	SEM	HCA	HTI	HTPS	TAA	CR
01	Integral and Differential Calculus	01	4	2	0	6	6
02	Introduction to Economy	01	4	2	0	6	6
03	Introduction to Finances	01	4	2	0	6	6
04	Introduction to International Business	01	4	2	0	6	6
05	Integrative Workshop of the Economic System	01	4	2	0	6	6
06	Financial Math	02	4	1	0	5	5
07	Marketing	02	4	2	0	6	6
08	Microeconomics	02	4	2	0	6	6
09	General Accounting	02	4	1	0	5	5

10	Integrated Workshop of Microeconomics	02	4	2	0	6	6
11	Statistics	03	4	2	0	6	6
12	Market Research	03	4	2	0	6	6
13	Macroeconomics	03	4	2	0	6	6
14	Financial Analysis	03	4	1	0	5	5
15	Macroeconomic Integrated Workshop	03	4	2	0	6	6
16	Basic Econometrics	04	4	2	0	6	6
17	Law and Economy	04	4	1	0	5	5
18	International Economics	04	4	2	0	6	6
19	Corporate Finances	04	4	2	0	6	6
20	International Economics Integrated Workshop	04	4	2	0	6	6
21	Investigation of International Markets	05	3	1	0	4	4
22	Culture and Economy in Europe	05	3	1	0	4	4
23	Customs Management	05	3	1	0	4	4
24	International Business Management	05	4	2	0	6	6
25	Negotiation	05	3	1	0	4	4
26	Integrative Workshop of International Business Management	05	4	2	0	6	6
27	International Marketing	06	3	1	0	4	4
28	Logistics in Exterior Commerce	06	3	1	0	4	4
29	Strategic Administration	06	3	1	0	4	4
30	International Business	06	4	2	0	6	6
31	Culture and Economy in Asia	06	3	1	0	4	4
32	Integrative Workshop of International Business	06	4	2	0	6	6
33	Applied Law in International Business	07	3	1	0	4	4
34	Marketing Management	07	3	1	0	4	4
35	Investment Projects	07	4	1	0	5	5

36	Electronic Commerce	07	4	1	0	5	5
37	Culture, Economy, and Business in America	07	3	1	0	4	4
38	Integrative Workshop of Exporting Companies Management	07	4	2	0	6	6
39	International Business Plan	08	4	2	0	6	6
40	Marketing and Exporting Plan	08	3	1	0	4	4
41	Business Seminar	08	3	1	0	4	4
42	Social Constitutional Service	08	0	0	20	20	9.6
43	Professional Practices	08	0	0	20	20	8
44	Foreign Language I	01	4	2	0	6	6
45	Foreign Language II	02	4	2	0	6	6
46	Foreign Language III	03	4	2	0	6	6
47	Foreign Language IV	04	4	2	0	6	6
48	Elective I	01	1	1	0	2	2
49	Elective II	02	1	1	0	2	2
50	Elective III	03	1	1	0	2	2
51	Elective IV	04	1	1	0	2	2
52	Elective V	05	1	1	0	2	2
53	Elective VI	06	1	1	0	2	2
54	Elective VII	07	1	1	0	2	2
55	Elective VIII	08	1	1	0	2	2
56	Social Service I	01	0	0	3	3	1
57	Social Service II	02	0	0	3	3	1
58	Social Service III	03	0	0	3	3	1
59	Social Service IV	04	0	0	3	3	1
60	Social Service V	05	0	0	3	3	1
61	Social Service VI	06	0	0	3	3	1
62	Social Service VII	07	0	0	3	3	1

63	Social Service VIII	08	0	0	3	3	1
64	Elective of area I	04	3	1	0	4	4
65	Elective of area II	05	3	1	0	4	4
66	Elective of area III	06	3	1	0	4	4
67	Elective of area IV	07	3	1	0	4	4
68	Elective of area V	08	3	1	0	4	4
69	Foreign Language Elective I	05	3	1	0	4	4
70	Foreign Language Elective II	06	3	1	0	4	4
71	Foreign Language Elective III	07	3	1	0	4	4
72	Foreign Language Elective IV	08	3	1	0	4	4

Total of credits required: 315.6

Credits of obligatory subjects: 263.6

Credits of elective subjects: 16

Credits of optional subjects: 36

List of Foreign Language Electives

MATERIA
Chinese I
Chinese II
Chinese III
Chinese IV
French I
French II
French III
French IV

Electives of the Area

Business in the Exterior	Contribute to the consolidation of competences of disciplinary axes of International Business emphasizing the economy, political-legal frameworks and cultural protocols in selected countries of Europe, Asia, and Latin America in order for the student to design viable strategies with base in the information that is the source for a correct decision making in business entrepreneurship and train them to use the adequate tools that allow them to insert themselves in the business world and to profile themselves as successful professionals.
Investigation Techniques	The objective of the thematic block is to develop abilities and capacities to realize investigation works that are adequate to the business world, utilizing primary and secondary sources pertinent to investigations, learning how to manage software's for the analysis of quantitative information, as well as acquiring the techniques necessary for writing scientific articles.
Market Techniques	The objective of the block of "Market Techniques" is to specialize the students in the development of promotion strategies in marketing in an applied form in national business and international business, in the same manner acquire the competencies to realize a franchise model.
International Commerce	Provide an overview of the requirements, obligations and procedures in international trade and customs, understanding the operation of import and export, as well as the different commercial regimes and documentation requirements for the methods of product classification.
Entrepreneurship	Micro and small companies are the foundation of the Mexican economy. This concentration looks to form professionals with the knowledge and abilities to do be entrepreneurs, administrate, and grow these types of companies.

Sustainable Business	The concentration on sustainability will develop the abilities to cultivate and manage environmental financial aspects and social activities of a company with the end result of creating a sustainable results. The principal subjects associated with social corporate responsibility, communication for sustainability, management of strategic responses to climate changes, business spirit and impulse the use of renewable energy technology. The courses are of great relevance for those who plan on dedicating themselves to a career in the management and development of sustainable international business.
Public Sector	One of the main challenges in the 21st century is the creation and promotion of effective organizations of public benefit and non-governmental entities. To evaluate and participate with efficiency in these organizations of the future it is required to have a broad knowledge of political dimensions, philosophical and public leadership practices. This thematic block will provide the students with the capacity for ethical, theoretical and political analysis necessary to be effective leaders in public sector organization.