



## International Business

PROGRAM WITH  
**CLASSES 100%  
IN ENGLISH**



As a **Bachelor of International Business**, you will be able to develop business strategies with a global perspective that drive companies to create commercial opportunities without borders and gain the sociocultural, economic, political, and legal knowledge necessary to ensure their success.



### ADMISSION PROFILE

As an aspiring Bachelor of International Business, you should be interested in:

- Management
- Business Math
- Law, economics and international relations
- Collaborative work



### EMPLOYMENT AREAS

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

- National and multinational corporations
- Embassies and representative offices abroad
- International sales management
- Export and import management
- Promoter of foreign investment

## 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.



73% 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.

**WASC**

Senior College and  
University Commission



**QS**



Times  
Higher  
Education



**FIMPES**





## 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
- Elective: Law
- Financial Accounting

### **2nd SEMESTER**

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

### **3rd SEMESTER**

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

### **4th SEMESTER**

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

### **5th SEMESTER**

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

### **6th SEMESTER**

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

### **7th SEMESTER**

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

### **8th SEMESTER**

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

Contact us for more information:



**Mexicali Campus**  
infocetys@cetys.mx  
Tel. (686) 567-3700

**Tijuana Campus**  
infocetystij@cetys.mx  
Tel. (664) 903-1800

**Ensenada Campus**  
infocetys.ens@cetys.mx  
Tel. (646) 222-2300