

### List of courses in English

\* School can cancel the course, due to different reasons.

Fundamentals of Marketing									
Comprehend the basic concepts and processes of Marketing, identifying the internal and external variables of the environment and Information Systems. Understand consumer behavior within this context to design pertinent ethical and socially responsible marketing strategies.									
UP Credits	6	Semester	Both	Discipline	Marketing	Level	1 <sup>st</sup> year	Code	MER001 (17)

Fundamentals of International Business									
Discuss the importance of international business development within the processes of globalization and economic integration, as well as the influence that technological, political, economic and social aspects have on this field.									
UP Credits	6	Semester	Both	Discipline	Int. Business	Level	1 <sup>st</sup> year	Code	NEG001 (17)

Introduction to the Economic Science									
Compare, from an ethical point of view and comprehensive analysis, the proposals of the various schools of economic thought to develop an ethical personal criterion.									
UP Credits	6	Semester	Both	Discipline	Economics	Level	2 <sup>nd</sup> year	Code	ECO001 (17)

Financial Analysis									
Think about the structure in which financial information is processed and presented, and the interrelationship between financial statements through a horizontal and vertical analysis of financial information.									
UP Credits	6	Semester	Both	Discipline	Finance	Level	2 <sup>nd</sup> year	Code	FIN001 (17)

Innovation and Development of New Products									
Recognize the different forms of innovation, creation, improvement and enhancement of products and services. What being disruptive in this new rapidly changing environment means. Analyze the new challenges in a virtual and globalized market, that is growingly in the pursue of sustainability and environmental care.									
UP Credits	6	Semester	Both	Discipline	Marketing	Level	2 <sup>nd</sup> year	Code	MER002 (17)

Quantitative Marketing Research									
Apply the quantitative methods that allow for numerical measurement and comparison, to the Marketing field. This course provides and develops the skills necessary to identify measurable variables and increase the existing information to make better Marketing choices.									
UP Credits	6	Semester	Both	Discipline	Marketing	Level	3 <sup>rd</sup> year	Code	MER017 (14)

\*All course offerings are subject to change. You will make your final schedule and class selection once you have arrived in Mexico.

### Human Capital Planning

People are a paramount element of any company; Planning Human Capital helps identify who to hire, how to train your work force, as well as manage it. The course provides the guidelines so that you can better implement the contextualized and assertive strategies to develop the workforce.

UP Credits	6	Semester	Both	Discipline	HR	Level	3 <sup>rd</sup> year	Code	RHU011 (14)
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### Investment Projects and Introduction to Business Valuation

Throughout this course, you will develop the skills to determine the economic value of a business or a company, as well as that of an investment project. The hands-on approach of this course provides a space for you to continually put those skills to work in various real-life based exercises.

UP Credits	6	Semester	Both	Discipline	Finance	Level	3 <sup>rd</sup> year	Code	FIN020 (14)
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### Investments

In this course, you will review the financial instruments available for investment in Mexico. Finally, you will design an investment portfolio with specified characteristics and constraints under the guidance of your professor.

UP Credits	6	Semester	Both	Discipline	Finance	Level	3 <sup>rd</sup> year	Code	FIN019 (14)
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### Advertising, Media Planning and Strategic Creativity

Advertising and the general communication strategies play a crucial part in a company's marketing strategy. The course focuses on giving the students the tools to plan creative and effective advertising campaigns.

UP Credits	6	Semester	Both	Discipline	Marketing	Level	3 <sup>rd</sup> year	Code	MER020 (14)
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### International Logistics

You will learn to employ the business tools and formats that apply in international logistics by solving cases, and showing skills in critical thinking and decision-making.

UP Credits	6	Semester	Both	Discipline	Int. Business	Level	3 <sup>rd</sup> year	Code	NEG016 (14)
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### International Relations

You will comprehend the explicit and implicit phenomena of International Affairs, analyzing from a global and holistic perspective the world up to date, solving practical cases with relevance in political, social, economic and cultural manners.

UP Credits	6	Semester	Both	Discipline	Int. Business	Level	3 <sup>rd</sup> year	Code	NEG017 (14)
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### Organizational Development

The main objective of the course is to comprehend and analyze Organizational Development as a change planned for the organization from within. Design the tools and techniques for the implementation of organizational development programs.

UP Credits	6	Semester	Both	Discipline	HR	Level	4 <sup>th</sup> year	Code	RHU014 (14)
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### International Negotiations

You will apply international negotiation strategies to different business scenarios. You will identify cultural differences and business protocol, as well as an array of decision-making strategies.

UP Credits	6	Semester	Both	Discipline	Int. Business	Level	Senior	Code	NEG010 (14)
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### Business Management

You will immerse yourself in the business culture and determine the importance of studying business management and the administrative process. You will analyze the evolution of Management theories and thought, as well as their transcendence in today's business culture.

UP Credits	6	Semester	Spring	Discipline	Management	Level	1 <sup>st</sup> year	Code	ADM004 (17)
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### Financial Information Control

Describe the rules of internal control, valuation and presentation of the concepts of financial statements in accordance with the Financial Reporting Standards and interpreting them in a comprehensive manner.

UP Credits	6	Semester	Spring	Discipline	HR	Level	1 <sup>st</sup> year	Code	CID002 (17)
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### Human Resources Management

Assess the importance of human resources in the operation and strategy of organizations through proper management and recognizing the value of the person, both inherent and related to a skill or behavior within the Organization.

UP Credits	6	Semester	Spring	Discipline	HR	Level	1 <sup>st</sup> year	Code	FHU001 (17)
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### Financial Mathematics

You will study and apply systematic ways of thinking that enable rational decision-making, using the necessary tools for efficient monetary management over time through the use of value equations.

UP Credits	6	Semester	Spring	Discipline	Finance	Level	1 <sup>st</sup> year	Code	FIN030 (17)
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### Differential & Integral Calculus

Employ the derivation and integration techniques for problem solving as applied to the field of business and management.

UP Credits	9	Semester	Spring	Discipline	Mathematics	Level	1 <sup>st</sup> year	Code	MAT003 (17)
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### Person and Society

Analyze and understand the philosophical vision of man that allows him to support with rationale: the ability to achieve truth and good, the irreducibility of human life to its material components, the desirability of an adequate formation of the character and the need for openness to others and transcendence.

UP Credits	6	Semester	Spring	Discipline	Humanities	Level	1 <sup>st</sup> year	Code	HUM002 (17)
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### Global Trade

Develop your knowledge on global trade. You will learn about international taxes for merchandise, product adaptation, pricing in international markets, and international promotions.

UP Credits	6	Semester	Spring	Discipline	Int. Business	Level	2 <sup>nd</sup> year	Code	NEG013 (14)
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### Budgeting

Learn the budget concept, relevance and classification. How to prepare a master budget for trading enterprises, and the general concepts of budgets for different kind of corporate activities.

UP Credits	6	Semester	Spring	Discipline	Accounting	Level	2 <sup>nd</sup> year	Code	CID004 (14)
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### Financial Information Analysis and Interpretation

You will identify the main financial statements and understand how to read them under the International Financial Reporting Standards. You will follow the main steps of a basic financial analysis, compute and interpret key financial indicators to assess the financial situation of the business and make appropriate investment decisions.

UP Credits	6	Semester	Spring	Discipline	Finance	Level	2 <sup>nd</sup> year	Code	FIN015 (14)
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### Entrepreneurship

You will learn the theory and acquire the skills necessary to start a new business, understanding the importance of forming a business model and the analysis of the project's feasibility.

UP Credits	6	Semester	Spring	Discipline	Administration	Level	3 <sup>rd</sup> year	Code	ADM009 (14)
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### Business Internationalization

Understanding Internationalization as a necessary process of Globalization is the core of this course. Developing an international mindset, allows for product development where national products are not internationalized, but products are created internationally to be consumed in multiple countries within international markets.

UP Credits	6	Semester	Spring	Discipline	Int. Business	Level	3 <sup>rd</sup> year	Code	NEG015 (14)
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### Services Marketing

You will learn how marketing concepts change when applied to the service industry. Moreover, you will apply your knowledge in the analysis of the differences between marketing for products and services, and develop your own marketing proposal for the service industry.

UP Credits	6	Semester	Spring	Discipline	Marketing	Level	4 <sup>th</sup> year	Code	MER013 (14)
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### Industrial Marketing

Establishing relationships with suppliers and business customers has become a key activity of corporations. You will learn how to reach win-win agreements that satisfy both parties and pave the way for prosperous business relations through marketing strategies.

UP Credits	6	Semester	Spring	Discipline	Marketing	Level	4 <sup>th</sup> year	Code	MER026 (14)
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### Global Markets Intelligence

You will develop your decision-making skills while working with information obtained through International Market research using Foreign Trade tools, and accessing International organizations.

UP Credits	6	Semester	Spring	Discipline	Int. Business	Level	4 <sup>th</sup> year	Code	NEG019 (14)
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### Diplomacy

Learn about diplomacy's evolution through XIX century and its practice through actual situations. You will understand how the diplomacy system works in Mexico and the phases to become a diplomat.

UP Credits	6	Semester	Spring	Discipline	Int. Business	Level	4 <sup>th</sup> year	Code	NEG018 (14)
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### Negotiations Strategies

Develop a successful negotiation strategy through the knowledge of the negotiation process. Understand the economic, political, social and cultural factors that affect negotiations.

UP Credits	6	Semester	Spring	Discipline	Int. Business	Level	4 <sup>th</sup> year	Code	NEG009 (14)
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### Integral Marketing Communications

You will develop an integral marketing communication plan by applying the concept and process of integral marketing communications, corporate image development and brand management, traditional and alternative media, knowledge of integral marketing communications tools and promotional tools.

UP Credits	6	Semester	Spring	Discipline	Marketing	Level	4 <sup>th</sup> year	Code	MER024 (14)
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### Marketing Management

You will prepare a marketing plan relating all aspects of marketing. Learn how marketers solve problems by applying the different marketing management concepts through case analysis.

UP Credits	6	Semester	Spring	Discipline	Marketing	Level	4 <sup>th</sup> year	Code	MER025 (14)
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### History of Culture

Review a minimum historical framework that allows to situate the main cultural, political and religious contributions that have influenced the current worldview of reality through the analysis of classical texts; you will also be able to understand the vocabulary of ethical and anthropological nature.

UP Credits	6	Semester	Fall	Discipline	Humanities	Level	1 <sup>st</sup> year	Code	HUM001 (17)
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### Writing and Oral Expression Workshop

You will apply the methodology and basic technical resources to communicate correctly in oral and written form in a hands-on workshop contextualized within an international business culture.

UP Credits	3	Semester	Fall	Discipline	Communication	Level	1 <sup>st</sup> year	Code	COM001 (17)
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### Strategic Management

Define the importance of decision-making and the goal and objective achievement of a manager, as a part of the fundamental process of a company while you analyze and discuss practical cases.

UP Credits	6	Semester	Fall	Discipline	Management	Level	1 <sup>st</sup> year	Code	ADM001 (17)
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### Financial Accounting

Draw up the statement of financial position and the comprehensive income statement, from the accounting records of transactions, transformations, and other events that affect an economic entity.

UP Credits	6	Semester	Fall	Discipline	Accounting	Level	1 <sup>st</sup> year	Code	CID001 (17)
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### Introduction to Law

Identify the Constitutional articles regarding the political and administrative structure and the form of Government, as they relate to the exercise of businesses.

UP Credits	6	Semester	Fall	Discipline	Law	Level	1 <sup>st</sup> year	Code	DER001 (17)
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### Fundamentals of Calculus

Pose and solve algebraic relations applied to business and management through different analytical and graphical methods.

UP Credits	9	Semester	Fall	Discipline	Mathematics	Level	1 <sup>st</sup> year	Code	MAT001 (17)
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### Ethics

Distinguish and analyze the fundamental theses of ethics, understood as the philosophical study of human action focused on the pursue of a successful life.

UP Credits	6	Semester	Fall	Discipline	Humanities	Level	2 <sup>nd</sup> year	Code	HUM003 (17)
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### Research Workshop

Apply different techniques and tools to develop research exercises in their various forms, considering the object of study.

UP Credits	3	Semester	Fall	Discipline	Research	Level	2 <sup>nd</sup> year	Code	INV001 (17)
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### Cost Analysis

Identify techniques and formulas for the valuation of inventories, the determination of the unit cost and the relevance of the implementation of a cost system in order to perform correct cost analysis.

UP Credits	6	Semester	Fall	Discipline	Accounting	Level	2 <sup>nd</sup> year	Code	CID003 (17)
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### Commercial Law

Recognize the structure and operation of commercial companies, identifying their status within the framework of commercial law. You will study this legal framework and how companies are created in it. Moreover, you will examine credit operations and commercial contracts which can be performed as an entrepreneur or company advisor.

UP Credits	6	Semester	Fall	Discipline	Law	Level	2 <sup>nd</sup> year	Code	DER002 (17)
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### Matrix Algebra

Apply matrix algebra to pose, simplify, analyze, interpret and solve practical problems of companies and institutions' resource optimization.

UP Credits	6	Semester	Fall	Discipline	Mathematics	Level	2 <sup>nd</sup> year	Code	MAT004 (17)
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### Investment Portfolio

Analyze the mainstream investment strategies to increase profit and minimize risks. You will design an investment portfolio following these guidelines to ensure making the best decisions throughout the process.

UP Credits	6	Semester	Fall	Discipline	Finance	Level	4 <sup>th</sup> year	Code	FIN10 (14)
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### Strategic Management of Human Capital

By the end of the course, you shall be able to provide support to the HR Area from a results-oriented perspective; design HR plans in a comprehensive way based on the goals of the company, considering that the HR area is a critical supplier of the organization. Develop a human centered attitude of care and respect towards human dignity and the concern for personal and professional development of each individual within the company.

UP Credits	6	Semester	Fall	Discipline	HR	Level	4 <sup>th</sup> year	Code	RHU016 (14)
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### Managerial Behavior Analysis

You will analyze and make the best decisions regarding the different types of entrepreneurial leaders and the roles that managers develop inside the global environment.

UP Credits	6	Semester	Fall	Discipline	Management	Level	4 <sup>th</sup> year	Code	ADM015 (14)
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### Logistics and Distribution

Explains the types, behavior and selection of national and international distribution channels with the purpose of generating value for the customer. You will design strategies based on a logistics model and identify the tendencies of marketing channels.

UP Credits	6	Semester	Fall	Discipline	Marketing	Level	4 <sup>th</sup> year	Code	MER021 (14)
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### International Marketing

You will study the basic aspects of applied marketing in an international context. Analyze in depth the techniques and procedures of international marketing research focusing on obtaining and processing secondary data sources, as well as applying your knowledge to putting together an International Marketing Plan. Furthermore, you will be able to identify opportunities in the International Market with analytical depth.

UP Credits	6	Semester	Fall	Discipline	Marketing	Level	4 <sup>th</sup> year	Code	MER022 (14)
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#### Performance Assessment

You will learn to identify the different competency-assessment models, recognize the basic principles for performance assessment, the reach within the organization, and the correlation between assessments and compensation.

UP Credits	6	Semester	Fall	Discipline	HR	Level	4 <sup>th</sup> year	Code	RHU017 (14)
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#### Quantitative Business Simulation

The use of information technologies within business has become a regular practice. Through the simulations in this course you will learn how quantitative data is used to improve the decision-making process.

UP Credits	6	Semester	Fall	Discipline	IT	Level	4 <sup>th</sup> year	Code	COM015 (14)
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#### Finance Case Analysis

This is a hands-on workshop where you will work with real life Study Cases, analyzing and developing possible solutions to real life financial situations.

UP Credits	6	Semester	Fall	Discipline	Finance	Level	Senior	Code	FIN027 (14)
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#### Digital Marketing

You will unravel digital marketing concepts through the analysis of the online market and the perspective of the online customer. You will design digital marketing strategies and evaluate their efficiency.

UP Credits	6	Semester	Fall	Discipline	Marketing	Level	Senior	Code	MER027 (14)
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#### International Agreements and Treaties

In this course, you will study International treaties and agreements as well as their impact on global commerce. You will be able to understand business environments on different levels: regulations, benefits, policies and traditions.

UP Credits	6	Semester	Fall	Discipline	Int. Business	Level	Senior	Code	NEG021 (14)
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