

**CETYS University**  
**DIRECTOR OF THE COLLEGE OF BUSINESS AND ADMINISTRATION**  
*MEETING OF SPOKESPERSONS AND  
COORDINATORS OF THE ACADEMIES  
OF THE SCHOOL OF BUSINESS AND  
ADMINISTRATION.*

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September 20, 2010.

**ATTENDING FACULTY:**

Prof. Saida Pérez	Spokesperson of the LNI Academy
Prof. Paulina Vargas	Coordinator of the LAE, Mexicali
Prof. Leticia Torres	Representative of the Law Academy
Prof. Luis Oviedo	Spokesperson of the CPI Academy
Prof. Ernesto Montaña	Coordinator of the LAM, Mexicali

**AGREEMENTS:**

Due to the fact that the Tijuana Campus has discordant schedules with the Mexicali faculty because they start classes on odd hours, and in addition of having already carrying out a meeting between spokespersons and the coordinator and having sent a proposal (attached), the meeting of spokespersons and coordinators took place only with the Mexicali Campus faculty. There was no communication whatsoever on behalf of the Ensenada faculty.

In view of what happened, and due to the lack of common schedules for the tasks of the Academies, there is a proposal that in all the campuses we establish a special schedule for the their development, both for the full-time faculty as well as for adjunct faculty that are part of the academies.

The schedule that Mexicali proposes is on TUESDAYS from 8 to 10 am. Professor Francisco Chávez and his counterparts in Tijuana and Ensenada have to be informed ahead of time, so they can be considered on the preparation of the schedules.

It is also proposed that these tasks be considered, for payment purposes, as a two-hour overload.

1. Confirmation that the assessment of the Learning Outcomes Courses (RAM's) is being developed on the agreed terms by the spokespersons in the meeting held on August 25 of this year.

A hard copy was submitted to the coordinators of the Bachelor's degree in Business Administration (LAE) & the Bachelor's degree in Marketing Administration (LAM) Paulina

Vargas and Ernesto Montaña of the list of courses subject to learning outcome for faculty follow-up.

It was mentioned that not in all the cases there has been an answer by faculty.

2. Definition of the courses of the “Holistic Education Skills” axis (axis 2, courses in green color), and considering the modifications that the College of Social Sciences and Humanities announced.

a) **OPTIONAL COURSES:**

- a. There is a proposal for the **OPTIONAL** courses to be the strength of the undergraduate program. The students should be given seminar type current topics.
- b. That the **OPTIONAL** courses be defined by specialization (do not step on the hoses) by each undergraduate program whose sole purpose would be the strengthening of the areas.

b) The curricula are attached with the changes carried out on axis 2.

3. Based on the results from the previous point, the definition of the courses from the semester 1 & 2 will be developed in terms of competencies.

A) The curricula with the changes done to axis 2 are attached.

4. Definition of the design experts of the programs in terms of competencies.

FIRST SEMESTER:

- 1) **ADMINISTRATION:** Frank Villalba and Helia Cantellano.
- 2) **FINANCIAL ACCOUNTING I:** Luis Oviedo, Rosa Sumaya, Leticia Torres, & Cristina Ramírez.
- 3) **PRIVATE LAW:** That the experts get assigned by the School of Law.
- 4) **INTRODUCTION TO THE BACHELOR’S DEGREE IN MARKETING ADMINISTRATION: LAM:** Ernesto Montaña & Frank Villalba, LNI (Bachelor’s degree in International Business): Saida Pérez, & Victoria González.

SECOND SEMESTER:

- 5) **MICROECONOMY:** That the experts get assigned by the School of Law.
- 6) **MARKETING:** Frank Villalba, Ernesto Montaña.
- 7) **FINANCIAL ACCOUNTING II:** Luis Oviedo, Rosa Sumaya, Leticia Torres, & Cristina Ramírez.

- 8) **ADMINISTRATIVE LAW/INTELLECTUAL PROPERTY, PATENTS, AND BRANDS:** That the experts get assigned by the School of Law.
- 9) **MATHEMATICS:** That the experts get assigned by the School of Engineering.

**5. Content of the course “Introduction to the undergraduate program.”**

- a) **INTRODUCTION TO THE UNDERGRADUATE PROGRAM:** In virtue that the students will receive by the College of Humanities – Information Management and the Development of expressive Skills- some of the topics which we had looked at on the Introduction to the undergraduate program, the following is proposed:
  - a. **LNI:** It remains as an introduction to the International Businesses.
  - b. **LAM:** Marketing remains as being an introduction where we must be careful with the content, so we do not affect the 2<sup>nd</sup> semester Marketing course that will be taught to all the programs.
  - c. **CPI:** At first it was said that it would be eliminated, but later on it was agreed in a preliminary way that its content deals with the “vast” Financial Information Norms (NIF).
  - d. **LAE:** First of all it would be eliminated; a proposal that will be taken to the Academy for its definition.

**6. Definition of the requirements (LEARNING OUTCOMES) of the “Mathematics and Probability and Statistics” for the courses of Microeconomics, Macroeconomics, Globalization, and Financial Mathematics.**

- 1) **MATEHMATICS:** That the contents are developed by the experts.
- 2) **PROBABILITY AND STATISTICS:** By unanimous decision, it is requested that professor Rosa María Lamadrid teaches it.
- 3) **MACROECONOMICS, GLOBALIZATON, AND MATHEMATICS:** The following professors are proposed: Francisco González Bermúdez, Armando Ramírez, Sergio Noriega, & Pérez Santana.
- 4) **FINANCIAL MATHEMATICS:** Professor Alfredo Carrasco.
- 5) **INFORMATION SYSTEMS:** The content of the course:
  - a. Microsoft Office.
  - b. ERP (KEPPLER, SAP, ORACLE).
  - c. Data base.
  - d. CRM.

The **MANAGEMENT OF HUMAN CAPITAL** course must teach the student the handling of the **TRESS** system.

**CPI, LAE,LNI Curriculum**

	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI	SEMESTER VII	SEMESTER VIII
1	Information Management	Critical Thinking & Innovation	Culture and Society in the Global World	Contemporary Art & Culture	Environment & Sustainable Development	Citizenship & Social Responsibility	Methodology of Applied Research	Professional Ethics
	CH IH CR	CH IH CR	CH IH CR	CH IH CR	CH IH CR	CH IH CR	CH IH CR	CH IH CR
	3 3 6	4 4 8	3 3 6	3 3 6	3 3 6	3 3 6	3 3 6	3 3 6
2	Development of Expressive Skills	Microeconomics		Information Systems			Entrepreneurial Development	Investment Projects
		CH IH CR	CH IH CR					
	4 4 8	4 4 8	4 4 8	4 4 8	4 4 8	4 4 8	4 4 8	3 3 6
3	Administration	Marketing	Human Capital Management				Financial Administration	International Finances
	4 4 8	4 4 8	4 4 8	4 4 8	4 4 8	3 3 6	4 4 8	3 3 6
4	Financial Accounting I	Financial Accounting II	Costs	Administrative Accounting	Financial Analysis			
	4 4 8	4 4 8	4 4 8	4 4 8	4 4 8	3 3 6	4 4 8	3 3 6
5	Private Law	Administrative Law*	Labor Law & Social Safety			OPTIONAL I		
	4 4 8	4 4 8	4 4 8	4 4 8	4 4 8	3 3 6	3 3 6	3 3 6
6	Introduction to the Academic Degree	Mathematics	Probability & Statistics	Macroeconomics		Financial Mathematics	OPTIONAL II	OPTIONAL III
	3 3 6	4 4 8	4 4 8	4 4 8	4 4 8	3 3 6	3 3 6	3 3 6
7	English Community Service	English Community Service	English Community Service	English Community Service	English Community Service	English Community Service	English/ Internships	English/ Internships
<b>TOTAL</b>	22 22 44	24 24 48	23 23 46	23 23 46	23 23 46	19 19 38	20 20 40	18 18 36

**LAM Curriculum**

	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI	SEMESTER VII	SEMESTER VIII
1	Information Management	Critical Thinking & Innovation	Culture and Society in the Global World	Contemporary Art & Culture	Environment & Sustainable Development	Citizenship & Social Responsibility	Methodology of Applied Research	Professional Ethics
	CH IH CR	CH IH CR	CH IH CR	CH IH CR	CH IH CR	CH IH CR	CH IH CR	CH IH CR
	3 3 6	4 4 8	3 3 6	3 3 6	3 3 6	3 3 6	3 3 6	3 3 6
2	Development of Expressive Skills	Microeconomics		Information Systems			Entrepreneurial Development	
		CH IH CR	CH IH CR					
	4 4 8	4 4 8	4 4 8	4 4 8	4 4 8	4 4 8	4 4 8	3 3 6
3	Administration	Marketing	Human Capital Management				Financial Administration	
	4 4 8	4 4 8	4 4 8	4 4 8	4 4 8	3 3 6	4 4 8	3 3 6
4	Financial Accounting I	Financial Accounting II	Costs	Administrative Accounting	Financial Analysis			
	4 4 8	4 4 8	4 4 8	4 4 8	4 4 8	3 3 6	4 4 8	3 3 6
5	Private Law	Copyright, Patents, & Brands	Labor Law & Social Safety			OPTIONAL I		
	4 4 8	4 4 8	4 4 8	4 4 8	4 4 8	3 3 6	3 3 6	3 3 6
6	Introduction to the Academic Degree	Mathematics	Probability & Statistics	Macroeconomics		Financial Mathematics	OPTIONAL II	OPTIONAL III
	3 3 6	4 4 8	4 4 8	4 4 8	4 4 8	3 3 6	3 3 6	3 3 6
7	English Community Service	English Community Service	English Community Service	English Community Service	English Community Service	English Community Service	English/ Internships	English/ Internships
<b>TOTAL</b>	22 22 44	24 24 48	23 23 46	23 23 46	23 23 46	19 19 38	20 20 40	18 18 36

# Meeting of Tijuana Academies: Eduardo Díaz, Rosa Sumaya, Lisette Salgado

## Observations to the first semester courses:

It was brought up as a consideration that after the student had applied the admissions exam and had gotten an insufficient score in the math and verbal areas; he/she is given a remedial course as all the big universities of the world do it.

Consequently, we consider that Mathematics is positioned properly on the second semester as long as such remedial course is provided.

We consider that Micro-economy (or Business Economy as Professor Bermudez has proposed) as a function of Mathematics should be placed one semester ahead, this means until the third semester; this gives us the opportunity to move Marketing to the second semester.

If we follow Professor Bermudez' proposal, Macro-economy would disappear, and there would be the opportunity of opening a new course in particular for each undergraduate program. We suggest International Economy in case of the LNI (Bachelor's degree in International Business), or for example Financial Mathematics for the rest of the undergraduate programs.

If we eliminate Research Methodology in Administrative Sciences, in its place we propose Labor Law and Social Safety by putting them in second semester.

In case of Labor Law we have to consider how beneficial is to give it before or at the same time as Management of Human Capital; if it isn't too complicated, we can teach Management of Human Capital instead of Marketing.

Following with the changes, we should move Marketing to the fourth semester by giving the opportunity of opening a particular course on each undergraduate program.

The proposal is attached.

	SEMESTER I			SEMESTER II		
<i>1</i>	<b>Information Management</b>			<b>Critical Thinking &amp; Innovation</b>		
	HC HI CR			HC HI CR		
	3	3	6	4	4	8
<i>2</i>	<b>Development of Expressive Skills</b>			<b>Financial Accounting II</b>		
	HC HI CR			HC HI CR		
	4	4	8	4	4	8
<i>3</i>	<b>Administration</b>			<b>Labor Law &amp; Social Safety</b>		
	4	4	8	4	4	8
<i>4</i>	<b>Contabilidad Financiera I</b>			<b>Probabilidad y estadística</b>		
	4	4	8	4	4	8
<i>5</i>	<b>Private Law</b>			<b>Mathematics</b>		
	4	4	8	4	4	8
<i>6</i>	<b>Introduction to the Academic Degree</b>			<b>Marketing or Human Capital Management</b>		
	3	3	6	4	4	8
<i>7</i>	<b>English Community Service</b>			<b>English Community Service</b>		
<b>TOTAL</b>						
	<b>22</b>	<b>22</b>	<b>44</b>	<b>24</b>	<b>24</b>	<b>48</b>