

CETYS University
DIRECTOR OF THE COLLEGE OF BUSINESS AND ADMINISTRATION
MEETING

September 26, 2010.

WORK MEETING with the Director of the College of Business and Administration, Federico Sada, and the professor Cristina Ramírez on behalf of the School of Business and Administration:

- 1) It was mentioned about the need that the syllabi of CETYS University would contain the same Learning Outcomes as the equivalent courses from CITY University, and this is the reason we're attaching the preliminary information provided by the Coordinator of the Double Diploma program from CITY, Antonio, in a meeting held with professor Saida Pérez, Ana Gabriela Rivera who is in charge of CITY U in CETYS University, and professor Cristina Ramírez:

From: Saida Pérez Córdova
Sent on: Friday, September 24, 2010 05:30 p.m.
For: Saida Pérez Córdova; 'Antonio Esqueda'
CC: Cristina Ramírez Martínez; Ana Gabriela Rivera Magallanes; Helia Cantellano Gutiérrez
Matter: RE: MINUTES FROM THE MEETING

I'm sending the notes that I wrote down in our meeting on Tuesday, September 21.

[Changes that is urgent to consider for the development of the programs of the 1st two semesters:](#)

1. College writing: 5 credits achieved with the *Professional Communication (BC302)* course which currently equals to *Advanced Communication in English*. The learning outcomes from City U *Professional Communication (BC302)* course must be considered for the *Information Management* course or for the *Expressive Skills Development* one. In this way, we would achieve the same learning outcomes in one course in Spanish, and in *advanced communication in English*.
2. College Mathematics equals to M400. It is required to have algebra and the same learning outcomes than the one in City U with its College Mathematics course.
3. *Marketing* must have the same learning outcomes that City U with its *Principles of Marketing (MK300)* course.
4. *Micro-economics* must have the same learning outcomes that City U with its *Business Economics (BSM 407)* course.
5. *Critical Thinking and Innovation* must have the same learning outcomes that City U with its *Critical Thinking (BC 301)* course.
6. *Administration* must have the same learning outcomes that City U with its *Effective Organizational Communications (BSM 304)* course.

Changes that the academies must consider

Business Core

All the undergraduate degrees must have strategic administration that could be part of the optional courses, and this is a course that can be taken at City U.

The Legal Issues course will be taken for Labor Law course.

The Operations Management course comes in instead of the International Marketing course, and the International Public Accountants will take it as an optional one.

Ethics and leadership is taken at City U.

The Interpretation of Financial Statements course will be taken at Cetys, and it is the Financial Analysis course.

The Financing Organizations course is taken at City U. and it equals to the Financial Administration course.

The Information Systems course is taken at City U. and it equals to the Information Systems course.

The Effective Organizations course is taken at City U. and it equals to the Citizenship and Social Responsibility course.

The Introduction to Project Management course is taken at City U. and it equals to the Investment Projects course.

The Fundamentals of E-commerce course is taken at City U. and it equals to an optional course of the Bachelor's degree in International Business, in Business Administration, and International Public Accountant.

The International Business course is taken at City U and it equals to the International Business Seminar, and for the Bachelor's degree in Business Administration, the International Public Accountant, and the Bachelor's degree in Marketing Administration is an optional course.

Saida

- 2) The courses of Globalization and Micro-economics will be spread out in a joint way among faculty from the areas of Economy and Humanities; professors like Armando Ramírez, Olympia Ruiz, Enrique Pérez, and Francisco González.
- 3) We will verify the possibility of leaving the Probability and Statistics course on the second semester, and not on the third one.
The content of the course will be based on the requirements of the areas of Marketing and Financial Mathematics; this information will be requested to professors Luis Oviedo, Maru Corella, Héctor Velarde, Francisco Villalba, and Ernesto Montaña.
- 4) In the Labor Law and Social Safety course, we will verify the possibility of leaving it in the second or third semester.
The TRESS System could be included in the Information Systems course.