



## WASC Accreditation Educational Effectiveness Review

Bachelor in Business Administration with concentration in Economic Development, Finance, Human Resources and Establishment and Development of Business.  
The program is currently offered in the following Campuses: Mexicali, Tijuana and Ensenada.

August 2007

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## 1. Introduction.

### Business Administration program

#### 1.-Mission:

To provide the community with alumni that have an intellectual, professional, moral and personal education, that have a globalized and systemic business vision, and that are capable of creating and managing competitive businesses at an international level, with social responsibility that contribute to the economic, social and cultural development of the country, based on ethical principles and values.

#### Vision:

To become the best option in Mexico for the development of professionals in the undergraduate program of Business Administration, based on humanism and values; committed to social wellbeing within a sustainable development framework that includes perspective and global competitiveness.

2.- Program active since: 1962 in Mexicali, 1974 in Tijuana and 1979 in Ensenada.

3.- Number of program revisions: 11 (eleven)

4.- Significant achievements of the program:

Link with the community.

An important part of the business administration bachelors' formation is the opportunity to be linked to businesses so that the student can use his/her acquired knowledge and abilities to add a value and experience to them. He/she will be able to perform this through the following actions:

- Guided visits to national and international enterprises.
- Local or international professional practice agreements
- Links with the following government and business organizations: SEDECO, CDIM, CANACO, CANACINTRA, COPARMEX, BANCOMEXT
- Participation in international events.

⇒ Academic exchange program: CETYS has international alliances with 47 Universities in USA, Canada, Italy, The Netherlands, Germany, France, Spain, Finland, Sweden, Chile, Austria, Korea and Taiwan so that our students may apply to an international exchange program. SUMA program – an academic exchange program with national universities that allows the student to study a semester from the program in one of the 22 participating private Universities; locations: Mexico City, Monterrey, Guadalajara, Morelia, Veracruz, Torreon, Leon, Tampico, Hermosillo and Puebla. The credits are taken into account for the program.

⇒ Double degree program. 6 students listed in this program thanks to the agreement between CETYS University and CITY University.

⇒ Scholarship awards: Students can receive scholarships, discounts and financial aid. There are many types of scholarships such as: Performance excellence, sports, discounts for alumni from CETYS High School, for having siblings in CETYS, just to name a few.

## 2. Denomination and description of the academic program.

The Bachelor of Business Administration focuses on 4 areas of expertise: Economic Development, Finance, Human Resources and establishment and development of business.

The requirements to obtain the degree are: Completing all courses of academic program, perform 500 hours of community service, 400 hours of internships, apply the "CENEVAL" test, obtain 500 points on the TOEFL written exam.

The international business program responds to a complex international reality where our country has the need to interact and relate globally with multinational companies and governments. The program is designed to provide alumni with an entrepreneurial spirit and leadership attitude, as well as the capability to identify, plan and execute business projects of companies whose activities are carried out in different countries, mainly related to international operations. The bachelor understands the distinctive features of the cultures that interact in the different economic blocks. The bachelor takes opportunities to sell services and products abroad, as well as to bring products and services to Mexico.

Program student population  
Mexicali

| Semester | Men   | Women | TOTAL |
|----------|-------|-------|-------|
| 1 & 2    | 15    | 13    | 22    |
| 3 & 4    | 12    | 8     | 20    |
| 5 & 6    | 13    | 14    | 27    |
| 7 & 8    | 13    | 20    | 34    |
| 9        | 2     | 1     | 3     |
| TOTAL    | 55    | 56    | 111   |
| %        | 49.5% | 50.5% | 100%  |

Program student population  
Tijuana

| Semester | Men | Women | Total |
|----------|-----|-------|-------|
| I-II     | 6   | 5     | 11    |
| III-IV   | 8   | 2     | 10    |
| V-VI     | 4   | 7     | 11    |
| VII-VIII | 7   | 10    | 17    |
| IX       | 4   | 4     | 8     |
| Total    | 29  | 28    | 57    |
| %        | 51% | 49    | 100%  |

Program student population  
Ensenada

| Semester   | Men | Women | TOTAL |
|------------|-----|-------|-------|
| 1 & 2      | 4   | 2     | 6     |
| 3 & 4      | 4   | 5     | 9     |
| 5 & 6      | 3   | 2     | 5     |
| 7 & 8      | 2   | 6     | 8     |
| TOTAL      | 13  | 15    | 28    |
| Percentage | 46% | 54%   | 100%  |

### 3. Educational Objectives of the academic program.

- The alumni from this program will be able to find a professional job within 6 months following the completion of their studies.
- The alumni from this program can successfully carry out graduate studies in the field of their profession or related areas.
- The alumni from this program will be able to fill managerial positions at the end of three years of professional practice.
- The alumni from this program can work in transnational organizations.

### 4. Learning outcomes of the program and metrics for assessment.

| # | Learning outcome statement  | Metrics to evaluate student performance | Evidence of achieved learning |
|---|---|---|-------------------------------|
| 1 | The student will be able to express his/her ideas in English in a clear manner with the appropriate form: in a verbal, written or visual way. | Pending                                 | Pending                       |
| 2 | The student will be able to create new businesses, by developing the corresponding business plan.   | Pending                                 | Pending                       |
| 3 | The student will be able to identify, solve problems and make decisions by integrating the company's functions.                               | Pending                                 | Pending                       |
| 4 | The student will organize company operations, by integrating its functional areas.  | Pending                                 | Pending                       |

| Name of the Academy or Faculty Co-op: Not formally constituted nor given a specific name. |                       |        |                   |          |
|---|-----------------------|--------|-------------------|----------|
| #   | Name                  | Degree | Area of knowledge | Campus   |
| 1   | Cinthia Carrazco      | Master | Administration    | Mexicali |
| 2   | Carlos Castellanos    | Master | Administration    | Mexicali |
| 3   | Mónica Acosta         | Master | Administration    | Mexicali |
| 4   | Maciel García         | Master | Administration    | Mexicali |
| 5   | Helia Cantellano      | Doctor | Administration    | Mexicali |
| 6   | Dámazo Ruiz           | Master | Administration    | Ensenada |
| 7   | Lidia Covarrubias     | Master | Administration    | Ensenada |
| 8   | Lisette Salgado       | Master | Finance           | Tijuana  |
| 9   | Patricia Valdez       | Doctor | Administration    | Tijuana  |
| 10  | María Eugenia Corella | Master | Administration    | Tijuana  |

## 5. Curriculum and faculty resources

| Table to document the programs of Business, Management and Law               |  |                                |                                   |                                      |                                  |   |  |  |                    |        |                   |
|--|--|--------------------------------|-----------------------------------|--------------------------------------|----------------------------------|---|--|--|--------------------|--------|-------------------|
| Axis of education  | Semester 1                                 | Semester 2                     | Semester 3                        | Semester 4                           | Semester 5                       | Semester 6                                | Semester 7                                       | Semester 8                                     | Full time faculty  |        |                   |
|  |  |                                |                                   |                                      |                                  |   |  |  | Name               | Degree | Area of knowledge |
| Fundamentals for the profession  | CB400: Financial Accounting I              | CB401: Financial Accounting II | FZ400: Financial Analysis         | CO400: Costs                         | CB402: Administrative Accounting | FZ401: International Financial Management | AD411: Entrepreneur Development                  |  | Luis Oviedo        | Master | Finance           |
|  | DE400: Private Law                         | MA400: Mathematics             | MA409: Statistics                 | CC415: General Information Systems   |                                  |   |  |  | Jaime Alvarez      | Master | Taxes             |
|  |  | AD400: Management              | RI400: Human Resources Management | MK400: Marketing Management          |                                  |   |  |  | Rosa Sumaya        | Master | Finance           |
|  |  | EC014: Economics               |                                   | DE401: Social Security and Labor Law |                                  |   |  |  | Marco A. Franco    | Master | Finance           |
| Specialization, area of concentration or lines of emphasis in the profession | AD410: International Business Introduction |                                | CS405: Compared Cultures          | RI402: Transcultural Behavior        | MK417: International Marketing   | IM405: Corporate Taxes                    | FZ405: International Finance                     | AD413: Seminar of International Business       | Helia Cantellano   | Doctor | Administration    |
|  |  |                                |                                   |                                      |                                  |   | AD412: Strategies for International Negotiations |  | Cynthia Carrasco   | Master | Administration    |
|  |  |                                |                                   |                                      |                                  |   |  | AD415: International Business Project          | Maciel Garcia      | Master | Administration    |
|  |  |                                |                                   |                                      |                                  |   |  | AD416: Logistics, Purchases and Transportation | Carlos castellanos | Master | Economics         |
|  |  |                                |                                   |                                      |                                  |   |  | AD414: Planning for International              | Patricia Valdéz    | Doctor | Administration    |

|                                     |  |                                 |   |  |   |   |   |              |                                 |        |                    |
|-------------------------------------|--|---------------------------------|---|--|---|---|---|--------------|---------------------------------|--------|--------------------|
|                                     |  |                                 |   |  |   |   |   | Corporations |                                 |        |                    |
|                                     |  |                                 |   |  |   | DE403:<br>Compared<br>Legislation for<br>International<br>Trade |   |              | Maria<br>Eugeni<br>a<br>Corella | Master | Administ<br>ration |
|                                     |  |                                 |   |  | EC402: Customs<br>and International<br>Trade      |   |   |              | Lisette<br>Salgad<br>o          | Master | Finance            |
|                                     |  |                                 |   |  |   |   | EC403:<br>Analysis of<br>International<br>Markets |              | Lidia<br>Covarr<br>ubias        | Master | Administ<br>ration |
|                                     |  |                                 |   |  |   | DE404:<br>International<br>Law                                  |   |              | Dámas<br>o Ruíz                 | Master | Administ<br>ration |
|                                     |  |                                 |   |  |   |   |   |              | Mónica<br>Acosta                | Master | Administ<br>ration |
| General and<br>signature<br>courses | EC400:<br>Globalization<br>and Economic<br>Development | CS401:<br>Thinking<br>Abilities | HU400: The<br>Human Being<br>and the<br>Environment |  | ID400:<br>Advanced<br>Communication<br>in English |   |   |              | Teresit<br>a Higash<br>i        | Master | Educatio<br>n      |
|                                     | CS400:<br>Advanced<br>Communicatio<br>n in Spanish     | CS403:<br>Culture I             | CS404:<br>Culture II                                |  | y CS402:<br>Research<br>Methodolog                | HU4001: The<br>Human<br>being,<br>History and<br>Society        |   |              | Enriqu<br>e Linare<br>s         | Master | Educatio<br>n      |
|                                     |  |                                 |   |  |   |   | HU402:<br>Human<br>Being and<br>Ethics            |              | Cecilia<br>Contre<br>ras        | Major  | Sociolog<br>y      |

## 6. Curricular mapping

| Curricular mapping:  |        |   |   |  |  |   |  |  |   |       |
|--|--------|---|---|--|--|---|--|--|---|-------|
| <p><b>Introduction level (Sufficient):</b> Students know, understand and are familiarized with the concepts.</p> <p><b>Emphasis level (Improvable):</b> Students analyze and apply concepts in different contexts which represent different levels of difficulty.</p> <p><b>Reinforcement level (Outstanding):</b> Students exhibit a correct understanding of the concepts. They know how and when to apply them.</p> |        |   |   |  |  |   |  |  |   |       |
| Course information and co-curricular efforts   |        | Institutional learning outcomes   |   |  |  | Academic program learning outcomes  |  |  |   |       |
| Code   | Course | ILO1: Clear and effective communication skills: at the end of the academic program, the student will be able to express his/her ideas clearly and with appropriate language, in oral, written, and visual forms in Spanish. | ILO2: Continuous learning (learn to learn, continuous improvement and entrepreneurship): at the end of the academic program, the student will be able to look for and to analyze information, in individual form and within teams, that allows him/her to identify opportunities and to solve problems. | ILO3: Critical thinking and values (learn to be and to coexist): at the end of the academic program, the student will develop and will demonstrate a critical thinking, as well as a behavior that is congruent with the values of CETYS; both will be | ILO4: Openness to the cultural diversity (learn to coexist, internationalization): at the end of the academic program, the student will demonstrate knowledge and tolerance of other cultures and will apply those abilities to settle down human relations, showing respect to diversity. | APLO1: English fluency and clear and effective communication in English (exclusive for Bachelor's degree programs): at the end of the academic program, the student will be able to express his/her ideas clearly and with appropriate language, in oral, written and visual forms in | APLO2: The student will be able to create new businesses, by developing the corresponding business plan. | APLO3: The student will be able to identify, solve problems and make decisions by integrating the company's functions. | APLO4: The student will organize company operations, by integrating its functional areas. | APLO5 |
|  |        |   |   |  |  |   |  |  |   |       |



|              |                                    |                        |                        |   |  |          |  |  |  |  |
|--------------|------------------------------------|------------------------|------------------------|---|--|----------|--|--|--|--|
|              |                                    |                        |                        | reflected in the student atmosphere and his/her commitment with the social development and the environment. |  | English. |  |  |  |  |
| <b>EC401</b> | <b>Economics</b>                   | <b>SU(Mxl/Tij/Ens)</b> | <b>SU(Mxl/Tij/Ens)</b> |   |  |          |  |  |  |  |
| <b>FZ401</b> | <b>Financial Management</b>        | <b>IM(Mxl/Tij/Ens)</b> | <b>IM(Mxl/Tij/Ens)</b> |   |  |          |  |  |  |  |
| <b>RI400</b> | <b>Human Resources Management</b>  | <b>IM(Mxl/Tij/Ens)</b> | <b>IM(Mxl/Tij/Ens)</b> |   |  |          |  |  |  |  |
| <b>AD407</b> | <b>Strategic Management</b>        | <b>OU(Mxl/Tij/Ens)</b> | <b>OU(Mxl/Tij/Ens)</b> |   |  |          |  |  |  |  |
|              | Social or community service        |                        |                        |   |  |          |  |  |  |  |
|              | Entrepreneur activities            |                        |                        |   |  |          |  |  |  |  |
|              | Internships                        |                        |                        |   |  |          |  |  |  |  |
|              | International business student day |                        |                        |   |  |          |  |  |  |  |
|              |                                    |                        |                        |   |  |          |  |  |  |  |

## **7. Assessment plan**

With faculty participation, and taking into account the Mission and Vision of CETYS and the College of Business and Management, we proceeded to formulate for the Business Administration program:

- A) The Academic Program.
- B) Educational objectives.
- C) Learning outcomes for the program.
- D) Curricular map and definition of performance criteria for student learning.