



WASC Accreditation Educational Effectiveness Review

Bachelor in International Business with concentration in Economic Development, International Finance, International Logistics 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.

International business program

1.-Mission:

To develop alumni capable of managing any type of commercial or international investment business, by developing a sensibility to the socio-cultural, economic, political and legal differences of foreign countries in the world, and by adopting the appropriate strategies to solve them.

Vision:

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

2.- Program active since: 1992 in Tijuana and 1995 in Mexicali and Ensenada.

3.- Number of program revisions: 4 (four)

4.- Significant achievements of the program:

Link with the community.

An important part of the international business 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. 17 students listed in this program thanks to the agreement between CETYS University and CITY University.

⇒ MEXUS Program: Is a double degree program based in the agreement between CETYS University and San Diego State University. The program started with the first International Business generation of students from CETYS Tijuana (1992-1996) and with the first generation from CETYS Mexicali and Ensenada (1995-1999). 49 students.

⇒ 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 International Business focuses on 4 areas of expertise: Economic Development, International Finance, International Logistics 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	10	8	18
3 & 4	15	7	22
5 & 6	13	23	36
7 & 8	19	19	38
9	4	8	12
TOTAL	61	65	126
Percentage	48%	52%	100%

Program student population
Tijuana

Semester	Men	Women	TOTAL
1 & 2	21	12	33
3 & 4	14	16	30
5 & 6	17	8	25
7 & 8	9	13	22
9	9	5	14
TOTAL	70	54	124
Percentage	56%	44%	100%

Program student population
Ensenada

Semester	Men	Women	TOTAL
1 & 2	11	10	21
3 & 4	5	7	12
5 & 6	6	7	13
7 & 8	11	10	21

TOTAL	33	34	67
Percentage	49%	51%	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 assess small-medium enterprises to offer consultancy to foreign investors for the development of new projects in Mexico.	Pending	Pending
3	The student will develop sensibility towards socio-cultural, economic, political and legal differences in foreign countries and will adopt effective strategies in the international context.	Pending	Pending
4	The student will develop abilities to negotiate in multi cultural organizations and will have the flexibility to work in different teams.	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	Saida Pérez	Master	Administration	Mexicali
2	Carmina Contreras	Master	International business	Mexicali
3	Victoria González	Doctor	International business	Mexicali
4	Scott Venezia	Doctor	International business	Ensenada
5	Francisco González	Master	Economics	Tijuana
6	Guadalupe Sánchez	Master	Finance	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	g 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
		EC014: Economics		DE401: Social Security and Labor Law.					Rosa Sumaya	Master	Finance
		CB401: Financial Accountin	RI400: Human Resources Management	MK400: Marketing Management	AD400: Management				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		AD413: Seminar of International Business	Saida Pérez	Master	Management
					EC402: Customs and International Trade	DE403: Compared Legislation for International Trade	AD412: Strategies for International Negotiations	AD414: Planning for International Corporations	Victoria Glez.	Doctor	International business
						DE404: International Law		AD415: International Business Project	Carmina Contreras	Master	International business
								AD416: Logistics, Purchases and Transportation	Francisco Gonzalez	Master	Economics

							EC403: Analysis of International Markets		Scott Venez zia	Doctor	Internati onal business
							FZ405: International Finance		Guada lupe Sánchez	Master	Finance
General and signature courses	EC400: Globalization and Economic Development	CS401: Thinking Abilities	HU400: The Human Being and the Environment		ID400: Advanced Communication in English				Teresita Higashi	Master	Educatio n
	CS400: Advanced Communicatio n in Spanish	CS403: Culture I	CS404: Culture II		CS402: Research Methodology		HU402: Human Being and Ethics		Enrique Linare s	Master	Educatio n
						HU4001: The Human being, History and Society			Cecilia Contre ras	Major	Sociolog y

6. Curricular mapping

Curricular mapping:										
<p>Introduction level (Sufficient): Students know, understand and are familiarized with the concepts.</p> <p>Emphasis level (Improvable): Students analyze and apply concepts in different contexts which represent different levels of difficulty.</p> <p>Reinforcement level (Outstanding): 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 assess small-medium enterprises to offer consultancy to foreign investors for the development of new projects in Mexico	APLO3 . The student will develop sensibility towards socio-cultural, economic, political and legal differences in foreign countries and will adopt effective strategies in the international context	APLO4 The student will develop abilities to negotiate in multi cultural organizations and will have the flexibility to work in different teams.	APLO5

				reflected in the student atmosphere and his/her commitment with the social development and the environment.		English.				
EC401	Economics	SU(Mxl/Tij/Ens)	SU(Mxl/Tij/Ens)							
RI400	Human Resources Management	IM(Mxl/Tij/Ens)	IM(Mxl/Tij/Ens)							
AD416	Logistics, Purchasing and Transportation	OU(Mxl/Tij/Ens)	OU(Mxl/Tij/Ens)							
DE077	International Law	OU(Mxl/Tij/Ens)	OU(Mxl/Tij/Ens)							
	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 International Business 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.