



## SPECIALIST CERTIFICATIONS

- Finance and Investments
- Leadership and Talent Management
- Innovation, Entrepreneurship, and Startups
- Marketing and Business Management
- International Operations and Logistics
- Digital Transformation
- Corporate Sustainability

## SCHOOL OF BUSINESS



# MANAGEMENT

The Management Undergraduate Program trains professionals specialized in business management with solid theoretical and practical knowledge. Such training enables them to lead first-level organizations in the areas of human capital, operations and logistics management, finance and marketing. Moreover, it enables them to successfully carry out entrepreneurship projects for creating, implementing and managing their own business.

**LEVEL 1      LEVEL 2      LEVEL 3      LEVEL 4      LEVEL 5      LEVEL 6      LEVEL 7      LEVEL 8      LEVEL 9      LEVEL 10**

LANGUAGE AND COMMUNICATION I	4	APPLIED PHILOSOPHY	3	INTRODUCTION TO FINANCE *	3	COSTING AND BUDGETING *	4	ORGANIZATIONAL DESIGN *	4	STRATEGIC PLANNING II	4	BUSINESS INNOVATION AND CREATIVITY WORKSHOP	3	ENTREPRENEURSHIP AND BUSINESS CREATION WORKSHOP *	4	BUSINESS INTELLIGENCE *	4	STRATEGIC MANAGEMENT	4
CIVIC ETHICS	2	LANGUAGE AND COMMUNICATION II	3	GENERAL ACCOUNTING *	4	STRATEGIC PLANNING I	4	PEOPLE MANAGEMENT	3	ORGANIZATIONAL BEHAVIOR	3	LOGISTICS AND INTERNATIONAL TRADE	3	SUPPLY CHAIN MANAGEMENT	3	APPLIED OPERATIONS MANAGEMENT	4	MANAGEMENT RESEARCH SEMINAR II	4
MATHEMATICS APPLIED TO BUSINESS I	5	ECONOMICS AND BUSINESS	3	MANAGEMENT FUNDAMENTALS *	4	MICROECONOMICS *	3	PREPARATION OF FINANCIAL STATEMENTS *	3	OPERATIONS MANAGEMENT	3	LEADERSHIP AND MANAGERIAL SKILLS WORKSHOP *	3	STOCK MARKET *	3	APPLIED FINANCIAL MANAGEMENT	4	STRATEGIC HR MANAGEMENT	4
PSYCHOLOGICAL PROCESSES	3	INTRODUCTION TO INTERNATIONAL TRADE	3	MATHEMATICS FOR BUSINESS MANAGEMENT *	4	INTRODUCTION TO MARKETING	3	MACROECONOMICS *	3	MARKET RESEARCH AND ANALYSIS	4	LABOR LAW *	3	ETHICS AND BUSINESS SUSTAINABILITY *	3	MANAGEMENT RESEARCH SEMINAR I	4	MARKETING MANAGEMENT	4
RESEARCH METHODOLOGIES	3	BASIC STATISTICS FOR BUSINESS	3	STATISTICS FOR BUSINESS MANAGEMENT I *	4	STATISTICS FOR BUSINESS MANAGEMENT II *	4	STRATEGIC MARKETING	3	IT FOR MANAGEMENT *	3	COMMERCIAL MANAGEMENT	4	BUSINESS RESEARCH WORKSHOP	3	STARTUPS MANAGEMENT	3	BUSINESS ANALYTICS *	3
MODERN NATIONAL ECONOMIC HISTORY	3	MATHEMATICS APPLIED TO BUSINESS II	5	IT TOOLS FOR MANAGEMENT I *	3	IT TOOLS FOR MANAGEMENT II *	3	BUSINESS LEGAL MANAGEMENT *	4	FINANCIAL INFORMATION ANALYSIS	3	FINANCIAL MANAGEMENT	4	ERP FOR BUSINESS MANAGEMENT *	3	BUSINESS GAME *	3	ARTIFICIAL INTELLIGENCE FOR MANAGEMENT	3
MANDATORY CREDITS	20	MANDATORY CREDITS	20	MANDATORY CREDITS	22	MANDATORY CREDITS	21	MANDATORY CREDITS	20	MANDATORY CREDITS	20	FAMILY BUSINESS MANAGEMENT	3	SUSTAINABLE TOURISM	3	INVESTMENT MANAGEMENT I *	3	SERVICE MANAGEMENT	3
												INTEGRATED MANAGEMENT SYSTEMS	3	ORGANIZATIONAL AGILITY	3	PROJECT MANAGEMENT	3	LOGISTICS OPTIMIZATION MODELS	3
												PERSONAL FINANCE AND NEW BUSINESSES	3	FINANCIAL ASSET MANAGEMENT *	3	ENVIRONMENTAL MANAGEMENT	3	RISK MANAGEMENT AND INSURANCE *	3
												GLOBAL TALENT MANAGEMENT	3	PERSONAL BRANDING AND CAREER MANAGEMENT	3	OCCUPATIONAL SAFETY, HEALTH, AND ORGANIZATIONAL WELL-BEING *	3	INVESTMENT MANAGEMENT II *	3
												COMPETENCY-BASED PEOPLE MANAGEMENT	3	CRM AND CUSTOMER LOYALTY	3	RETAIL AND TRADE MARKETING	3	COACHING, MINDFULNESS AND EMOTIONAL INTELLIGENCE *	3
												STRATEGIC BRANDING	3	MANDATORY CREDITS	16	IT TOOLS FOR FINANCE *	3	CORPORATE GOVERNANCE AND COMPLIANCE	3
												DIGITAL MARKETING WORKSHOP	3			DISPUTE RESOLUTION AND NEGOTIATION	3	B2B MARKETING	3
												MANDATORY CREDITS	20			MANDATORY CREDITS	16	MANDATORY CREDITS	16

**CREDIT SUMMARY**

	CREDITS	TYPE OF CREDIT
General Studies	40	Mandatory
School	151	Mandatory
Total Elective Subjects	18	Elective
Total Credits	209	

Subject to curricular change.

Mandatory subjects of the General Studies Program

Mandatory subjects of the Management Undergraduate Program

Elective subjects of the Management Undergraduate Program

Subjects in common among the undergraduate programs

