

**UDLAP**<sup>®</sup>

UNIVERSIDAD DE LAS AMÉRICAS PUEBLA



[www.udlap.mx](http://www.udlap.mx)



**BUSINESS ADMINISTRATION**

**EDNE**

SCHOOL OF BUSINESS  
AND ECONOMICS



# STUDY BUSINESS ADMINISTRATION AT UDLAP

As a graduate from the Bachelor of Business Administration you will create change. You will have the ability to create, manage, and lead companies, having an integral and vanguard focus toward an organization's areas and resources and developing strategies for efficient decision making in a competitive, global, and complex environment which will strengthen and develop organizational ecosystems.

Once you have finished your study program, you will have a bachelor's degree in addition to a licenciatura degree. Therefore, your studies will be recognized worldwide.



## JOB MARKET

- *Government agencies.*
- *Manufacturing and service companies.*
- *Scientific institutions.*
- *Research and education centers.*
- *Consulting firms.*



## UDLAP OUTREACH

Prestigious national and international companies have a relationship with the university. As an UDLAP student you have the best opportunities to access and succeed in the working world, either through professional practices or research projects that will help you enter the job market once you graduate.



## BE PART OF THE UDLAP COMMUNITY



Your academic formation can be complemented through extracurricular workshops offered at the university, as well as by participating in student organizations and cultural and sports activities that will contribute to your growth as a student and future practicing specialist.

If you live in one of the five residential colleges, you will enjoy the university environment thoroughly and be able to socialize with students of other bachelors and other

cultures, thus complementing your academic formation with significant experiences that will have a great impact in your personal and professional relationships. Living at UDLAP provides recreational areas and all the services you need, in addition to the amenities found in an apartment.

The university also has dining services, *snack* areas, and ATMs, among other facilities.

# AN UDLAP STUDENT HAS

- Conviction to work for the *greater good* and to achieve success.
- Ability to reach goals through continuous learning.
- Ability to face the challenges of an increasingly competitive world.
- Curiosity to create business ideas.
- Wants to innovate and has know-how of information and communication technologies.



Thanks to more than 200 agreements with prestigious international universities, you will be able to make academic exchanges or complete a double degree program.

## UDLAP ACADEMIC EXCELLENCE

The prestige of our faculty is backed by their extensive teaching experience. 99% of our full-time professors have a graduate degree and one in three is a member of the National System for Researchers (Sistema Nacional de Investigadores - SNI). Given the faculty's experience and their academic quality, they will be able to guide you in finding new ways to express yourself and be critical, innovative, and creative.

UDLAP is accredited at a national and international level by the Mexican Federation of Private Institutions of Higher Education (Federación de Instituciones Mexicanas

Particulares de Educación Superior - FIMPES) and, since 1959, by the *Southern Association of Colleges and Schools Commission on Colleges* (SACSCOC). The accreditation agency *Quacquarelli Symonds* (QS) awarded 5 global stars to our university, making it the first one-campus university in Latin America to achieve this recognition. UDLAP earned 5 stars in the teaching, alumni employability, internationalization, inclusiveness, and art and culture categories; this means that we offer the highest standards of academic quality and educational services when compared to the best universities in Mexico and the world.



# CURRICULUM BUSINESS ADMINISTRATION

	Course	Credits
1 Term	Management Fundamentals.....	6
	Foreign Language I.....	6
	University Math.....	6
	General Studies Elective In Arts *.....	6
	General Studies Elective In Math *.....	6
	Information Technologies In The Construction Of Knowledge.....	6

2 Term	Academic Reasoning.....	6
	Calculus I.....	6
	Effective Communication.....	6
	Accounting.....	6
	Company And Economics.....	6
	Fundamentals Of Marketing.....	6
	Foreign Language II.....	6

3 Term	Cost Accounting I.....	6
	Entrepreneurial Culture.....	6
	Corporate Law.....	6
	Macroeconomic Environment.....	6
	Academic Writing.....	6
	Statistics For Business I.....	6
	Foreign Language III.....	6

4 Term	Financial Administration.....	6
	Organizational Learning And Change.....	6
	Organizational Behavior.....	6
	Creation Of Businesses.....	6
	Statistics For Business II.....	6
	General Studies Elective In Behavioral Sciences *.....	6
	Information Technologies In Business.....	6

	Course	Credits
5 Term	Algorithms And Data Analysis.....	6
	Managing Human Talent.....	6
	Market Research.....	6
	General Studies Elective In Natural Sciences *.....	6
	General Studies Elective In Humanities *.....	6
	Professional Practices 1.....	6

6 Term	Organizational Design.....	6
	Managing Innovation.....	6
	Leadership In Organizations.....	6
	Decision Models.....	6
	E-Business.....	6
	Select Topics 1.....	6

7 Term	Operations Management.....	6
	Project Management.....	6
	Strategic Management.....	6
	Ethics And Social Corporate Responsibility.....	6
	Professional Practices 2.....	6
	Select Topics 2.....	6

8 Term	Supply Chain Management.....	6
	Corporate Governance.....	6
	Business Intelligence.....	6
	Dynamic Business Simulation.....	6
	Select Topics 3.....	6

# YOUR TIME IS NOW. JOIN US

## ADMISSION PROCESS

- Take the admission exam.
- Students from high schools that have an agreement with UDLAP do not have to take the admission exam. Consult the list of participating high schools at: **[www.udlap.mx/preparatoriasdeconvenio](http://www.udlap.mx/preparatoriasdeconvenio)**
- Deliver the basic documents for admission: **[www.udlap.mx/solicitudes](http://www.udlap.mx/solicitudes)**
- Information and deadlines for scholarships can be found at: **[www.udlap.mx/becas](http://www.udlap.mx/becas)**
- Current fees and tuition: **[www.udlap.mx/finanzas](http://www.udlap.mx/finanzas)**

## We Want to Hear From You

### Student Recruitment:

Tel.: 222 229 21 12

[informes.nuevoingreso@udlap.mx](mailto:informes.nuevoingreso@udlap.mx)

☎ (+52) 222 577 38 29

### Scholarships:

Tel.: 222 229 27 02

[informacion.beca@udlap.mx](mailto:informacion.beca@udlap.mx)

### Switchboard:

Tel.: 222 229 20 00

Ext. 4792 • 4799 • 4260 • 2189



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THE **UDLAP** ACADEMIC  
QUALITY AND PRESTIGE  
ARE ENDORSED BY **QS**,  
**SACSCOC** AND **FIMPES**



# UDLAP<sup>®</sup>

**Universidad de las Américas Puebla**

Ex hacienda Santa Catarina Mártir • C.P. 72810  
San Andrés Cholula, Puebla, México