

## Universidad Tecnológica de México (UNITEC) Course List

*International Admissions approved credit conversion rate: each course = 2 ASU credits each, based on credits/degree (\*Credit conversion is subject to change at time of admission depending on official transcript from institution, equivalencies are dependent on sufficient credit hours)*

Course Code (Key)	Course Title	Content Similar to that of ASU	Description
<b>Online Business Administration Program</b>			
TCL001	Business Management Models	MGT Department Elective Credit	The student will be able to: Describe the different business management models, for the administration of the various areas of an
TCL009	Social and Scientific Development	General Elective Credit	The student will be able to: Distinguish the contribution of the areas of social, administrative and educational knowledge in social and <u>scientific development for its application in the professional field.</u>
TCL010	Oral and Written Communication	General Elective Credit	The student will be able to: Use oral communication techniques and written composition models for the production of oral, written and visual <u>messages linked to messages generated in the professional field.</u>
TCL005	Science and Technology with Humanism	PHI Department Elective Credit	The student will be able to: Understand the meaning of human existence, analyzing the ethical dilemmas that is planned to coexist in different fields, for decision making both in personal life and in <u>professional and social life.</u>
TCL002	Financial Accounting	ACC Department Elective Credit	The student will be able to: Know the process of registering the operations of a commercial company for the preparation of the <u>statement of financial position and results.</u>
TCL006	Organizational Structures and Knowledge Management	OGL Department Elective Credit	The student will be able to: Recognize flexible and intelligent organizational structures, based on knowledge management models.
TCL024	Legal Environment of the Company	General Elective Credit	The student will be able to: Distinguish the concepts of Law and its connection with the activities that apply in the business field to identify <u>legal provisions related to business and their legal consequences.</u>
TCL011	Information Technologies in Organizations	CIS Department Elective Credit	The student will be able to: Identify the different tools for analysis, synthesis and processing of information and data, in order to use them <u>in the organizational field.</u>
TCL007	Cost and Price Management	SCM Department Elective Credit	The student will be able to: Distinguish the different methods of evaluating the cost of a product in order to allow the analysis of <u>information and decision making when defining its price.</u>
TCL012	Financial Information for Decision Making	ACC Department Elective Credit	The student will be able to: Analyze the information and structure of the main financial statements for decision making in order to maximize the <u>value of the company.</u>
TCL016	Organizational Behavior	MGT Department Elective Credit	The student will be able to: Analyze the elements that define the behavior of people within organizations from different positions that <u>allow the development of institutions.</u>
TCL013	Applied Descriptive Statistics	STP 226 (Computer/Statistics/Quantitative Applications) + STP Department Elective Credit	The student will be able to: Apply the probabilistic and statistical processes to organize, analyze and present series of data, which allow to predict their behavior and support decision making.
TCL018	Applied Inferential Statistics	STP 226 (Computer/Statistics/Quantitative Applications) + STP Department Elective Credit	The student will be able to: Apply the methods of inferential statistics to determine the characteristics of a population, through the use of various tests that contrast the values of the parameters and allow <u>decision-making.</u>
TCL020	Business Economics	ECN Department Elective Credit	The student will be able to: Distinguish the economic fundamentals and quantitative instruments for the analysis of consumer behavior and the <u>market of companies.</u>
TCL017	Budgets	FIN department Elective Credit	The student will be able to: Analyze the methodology of budgeting and its different types, in order to contribute to an optimal planning of <u>finances and the achievement of objectives in organizations.</u>
TCL025	Management and Development of Human Talent	MGT Department Elective	The student will be able to: Explain the principles that govern the management and development of human talent in organizations, in order to formulate strategies that favor the optimal performance and <u>fulfillment of organizational objectives.</u>
TCL022	Marketing and Innovation	MKT Department Elective Credit	The student will be able to: Identify the source of innovation of organizations through marketing, in order to build lasting relationships <u>with the consumer and the target public.</u>
MCL091	Macroeconomics and International Marketing	MKT Department Elective Credit	The student will be able to: Analyze the macroeconomic reality of the countries based on different economic variables and the global context, in order to identify international marketing opportunities and increased <u>economic growth.</u>
AO2501	Markets and Financial Institutions	FIN Department Elective Credit	The student will be able to: Identify the functioning of existing markets and financial institutions for the definition of investment and financing <u>strategies.</u>
MCL001	Business Finance	FIN Department Elective Credit	The student will be able to: Identify the set of business financial management tools that allow the improvement of the processes <u>associated with the use of their capital and increase in sales.</u>
MCL089	Qualitative and Quantitative Market research	MKT Department Elective Credit	The student will be able to: Identify the market methods, techniques and research tools, both qualitative and quantitative, for strategic <u>business decision making.</u>
MCL006	Sales and Marketing	MKT Department Elective Credit	The student will be able to: Determine the activities and different tasks of marketing and sales in organizations - for planning and achieving economic objectives - as well as techniques for monitoring the sales <u>force and meeting the goals set out in the forecasts.</u>
AO2702	Competitiveness and Organizational Development	OGL or MGT Department Elective Credit	The student will be able to: Examine the strategies and organizational development programs that contribute to optimal performance of the individuals facing changing scenarios, the organizational <u>transformation and the competitiveness in the businesses.</u>
MCL085	Marketing and International Negotiation	MKT Department Elective Credit	The student will be able to: Design international marketing and negotiation strategies, considering changing and culturally different <u>environments in order to formulate an international marketing plan.</u>
AO2703	Compensation Management	MGT Department Elective Credit	The student will be able to: Formulate a compensation management system, which considers both the different laws that regulate the calculation of wages and salaries, as well as benefits in an <u>organization for the appropriate remuneration in accordance with the</u>
MCL008	Corporate Fiscal Law	General Elective Credit	The student will be able to: Identify the legal and fiscal regulations applicable to companies for the fulfillment of obligations and knowledge <u>of fiscal rights.</u>

AO2801	Logistics and Supply Chain	SCM Department Elective Credit	The student will be able to: Analyze the management of the supply chain in the organizational context in order to make a definition of <u>solutions with financial viability.</u>
MCL011	Strategic Project Management	OGL Department Elective Credit	<i>The student will be able to: Design project plans using the necessary processes, techniques and tools, based on the international standard of the Project Management Institute - PMI, in order to launch new products and/or business services.</i>
MCL082	Administration and Strategic Prospective	MGT Department Elective Credit	<i>The student will be able to: Apply the methods and techniques of strategic foresight to increase the competitive advantage of organizations.</i>
AO2802	Strategies and Forecasts for Decision Making	General Elective Credit	<i>The student will be able to: Apply the methods and models that exist in decision making, in order to optimize resources and operate in organizations.</i>
AO2803	Models of Quality, Productivity and Competitiveness	MGT or OGL Department Elective Credit	<i>The student will be able to: Specify the processes of quality system management in organizations, based on management models with national and international standards, which allow to improve productivity in a competitive environment.</i>
AO2901	Production Models and Processes	MGT or OGL Department Elective Credit	<i>The student will be able to: Analyze productivity models and processes, to be applied in different types of organizations and make them more competitive.</i>
AO2902	Business Planning and Control	MGT Department Elective Credit	<i>The student will be able to: Distinguish different models and techniques of planning and controlling the organization for the elaboration of diagnoses and establishment of different types of</i>
AO2003	Corporate Finance	FIN Department Elective Credit	<i>The student will be able to: Formulate various corporate financial strategies in an environment of globalization and competitiveness for investment and financing decision making.</i>
AO2002	Corporate Social Responsibility	General Elective Credit	<i>The student will be able to: Evaluate the context of corporate social responsibility by linking its principles to the scope of organizations, in order to develop a socially responsible organizational culture.</i>
MCL084	Marketing Strategies	MKT Department Elective Credit	<i>The student will be able to: Generate marketing strategies based on the detection of customer needs and the definition of the value proposition of organizations.</i>
AO2004	Acquisitions and Supplies	SCM Department Elective Credit	<i>The student will be able to: Apply the most relevant tools in the procurement and supply process, in order to generate effective strategies for a timely and efficient flow of materials, which minimize the costs of production lines.</i>
MCL017	Technological Innovation in Service Companies	CIS Department Elective Credit	<i>The student will be able to: Contrast the technological advances in services, for their integration in the business processes in order to fulfill the established strategic objectives.</i>
MCL014	Simulation of Business Models	MGT Department Elective Credit	<i>The student will be able to: Plan scenarios that represent different business models, applying economic, financial, and marketing variables, among others, to verify the best feasible results.</i>
AO2112	Senior Management and Corporate Governance	MGT or OGL Department Elective Credit	<i>The student will be able to: Analyze the elements and principles that make up the corporate governance of any organization, as well as propose leadership and vision strategies based on the best practices of the management process.</i>
MCL019	Business Consulting	General Elective Credit	<i>The student will be able to: Design consulting plans in organizations based on the evaluation and diagnosis that allow the continuous improvement of the processes.</i>
MCL020	Entrepreneurship and Innovation	ENT Department Elective Credit	<i>The student will be able to: Review the different options of entrepreneurship based on the existence of innovative ideas that allow the selection of a type of business model.</i>
MCL021	Administrative Evaluation and Audit	General Elective Credit	<i>The student will be able to: Generate a final administrative audit report, determining and evaluating the main irregularities and anomalies detected in the organization, as well as making recommendations and proposals for improvement.</i>
MCL022	Business Creation and Development	ENT or MGT Department Elective Credit	<i>The student will be able to: Conceive strategies and processes for the creation and development of businesses in the various economic sectors, based on the generation of competitive advantages.</i>
AO2121	Business Administration Seminar	General Elective Credit	<i>The student will be able to: Review the knowledge, skills and attitudes, at a professional and personal level, as a result of his/her university education, to start working effectively.</i>
<b>Online Public Accounting Program</b>			
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TCL005	Science and Technology with Humanism	PHI Department Elective Credit	The student will be able to: Understand the meaning of human existence, analyzing the ethical dilemmas that is planned to coexist in different fields, for decision making both in personal life and in professional and social life.
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TCL007	Cost and Price Management	SCM Department Elective Credit	The student will be able to: Distinguish the different methods of evaluating the cost of a product in order to allow the analysis of <u>information and decision making when defining its price.</u>
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TCL017	Budgets	FIN department Elective Credit	The student will be able to: Analyze the methodology of budgeting and its different types, in order to contribute to an optimal planning of <u>finances and the achievement of objectives in organizations.</u>
TCL025	Management and Development of Human Talent	MGT Department Elective	The student will be able to: Explain the principles that govern the management and development of human talent in organizations, in order to formulate strategies that favor the optimal performance and <u>fulfillment of organizational objectives.</u>
TCL022	Marketing and Innovation	MKT Department Elective Credit	The student will be able to: Identify the source of innovation of organizations through marketing, in order to build lasting relationships with the consumer and the target public.
CL2601	Current and Non-Current Asset Accounting	ACC Department Elective Credit	The student will be able to: Apply the accounting principles and rules regarding the valuation and presentation of the financial statements of the main lines of the asset for the formulation of the statement of <u>changes in the financial situation.</u>
CL2602	Cost Analysis	ACC Department Elective Credit	The student will be able to: Compare the different types of costs and differentiate between financial accounting and management accounting for <u>decision-making control and planning in the organization.</u>
MCL001	Business Finance	FIN Department Elective Credit	The student will be able to: Identify the set of business financial management tools that allow the improvement of the processes <u>associated with the use of their capital and increase in sales.</u>
MCL008	Corporate Tax Law	General Elective Credit	The student will be able to: Identify the tax laws and regulations applicable to companies for the fulfillment of obligations and knowledge of <u>tax rights.</u>
CL2604	Taxation System for Legal Entities	ACC Department Elective Credit	The student will be able to: Identify the different tax obligations and rights established in the laws in force applicable to legal persons, in <u>order to comply with the tax provisions.</u>
CL2701	Liability Accounting and Accounting Capital	ACC Department Elective Credit	The student will be able to: Apply the accounting rules relating to the valuation and presentation of the items corresponding to the liability for <u>each item, in order to integrate the report of the accounting capital.</u>
CL2702	Financial Projection Models	FIN Department Elective Credit	The student will be able to: Apply financial projection models in the business field to <u>increase the economic value of the company.</u>
MCL030	Formulation and Evaluation of Projects	OGL Department Elective	The student will be able to: Formulate projects and evaluate them taking into account the aspects of market, technical and economic <u>financial feasibility, in order to determine their viability.</u>
CL2501	Accounting Information Systems	ACC Department Elective Credit	The student will be able to: Design accounting information systems based on the input and output information, as well as its functionality, in order to log accounting operations and obtain financial statements with <u>the use of specialized software.</u>
CL2703	Taxation System for Natural Persons	ACC Department Elective Credit	The student will be able to: Identify the different tax obligations and rights established in the laws in force applicable to natural persons, in <u>order to comply with tax provisions.</u>
CL2803	Advanced Comprehensive Accounting	ACC Department Elective Credit	The student will be able to: Perform the valuation of the financial statements of the organization, in order to make decisions about <u>consolidations and mergers.</u>
CL2804	Audit of Financial Statements	ACC Department Elective Credit	The student will be able to: Specify the scope of the audit of financial statements in accordance with the rules, procedures and application of financial information, in order to issue an opinion on the situation of the <u>organization.</u>
MCL011	Strategic Project Management	OGL Department Elective Credit	The student will be able to: Design project plans using the necessary processes, techniques and tools, based on the international standard of the Project Management Institute - PMI, in order to launch new <u>products and/or business services.</u>
CL2802	Cost System Control	ACC Department Elective Credit	The student will be able to: Identify the cost systems applicable in organizations, in order to determine unit costs, records and accounting <u>reports useful for decision making.</u>
CL2903	Internal Control Systems	MGT Department Elective Credit	The student will be able to: Apply internal control systems according to their type, structure and functionality, in order to manage risks and <u>critical points in organizations.</u>
CL2901	Indirect and Consumption Taxes	ACC Department Elective Credit	The student will be able to: Specify the provisions contained in the law of value added tax and in the law of special tax on production and <u>services, in order to apply them to business and personal economic</u>
CL2004	Financial Systems and Institutions	FIN Department Elective Credit	The student will be able to analyze the financial intermediation business performance framework, the structure of financial institutions, and the management of the balance sheet, investment portfolios and funding <u>sources thereof, for the performance of clients' economic resources.</u>
CL2113	Practical Audit Application	General Elective Credit	The student will be able to: Apply the methods and procedures of the internal audit of organizations that allow the generation of opinions and <u>reports that contribute to decision-making.</u>

CL2003	Update of Financial Information	FIN Department Elective Credit	The student will be able to: Determine the effects and inflation on the company's financial statement, according to the financial information standards, and evaluate the quality of the financial reports and instruments based on the different items that shape them for <u>presentation and analysis</u> .
CL2805	Production and Inventory Optimization	SCM Department Elective Credit	The student will be able to: Design plans and methods of optimization in the planning and control of production and inventories, in order to standardize processes and increase and maximize productivity in the <u>organization</u> .
MCL014	Simulation of Business Models	MGT Department Elective Credit	The student will be able to: Plan scenarios that represent different business models, applying economic, financial, and marketing <u>variables, among others, to verify the best feasible results</u> .
MCL035	International Accounting and Finance	ACC Department Elective Credit	The student will be able to: Apply the principles of international accounting and compare local systems with the North American ones, to determine their relationship with international finance considering <u>resource management</u> .
MCL021	Evaluation and Administrative Audit	General Elective Credit	The student will be able to: Generate a final administrative audit report, determining and evaluating the main irregularities and anomalies detected in the organization, as well as recommendations and <u>proposals for improvement</u> .
CL2005	Stock and Money Market	FIN Department Elective Credit	The student will be able to: Propose forms of diversification of the investments of the organizations, in order to build solutions related to <u>opportunities derived from the stock and money market</u> .
CL2123	Tax Seminar	General Elective Credit	The student will be able to: Apply the different obligations and rights in the matter of taxes established in the laws in force, in relation to the <u>physical and moral persons, in order to fulfill tax dispositions</u> .
CL2121	Accounting Seminar	General Elective Credit	The student will be able to: Review the knowledge, skills and attitudes, at a professional and personal level that you have, as a result of your university education, to begin effectively in the exercise of your <u>profession</u> .
CL2122	Control and Risk Assessment	FIN Department Elective Credit	The student will be able to: Evaluate the different types of financial risk, in order to design strategies that allow mitigating them using control <u>techniques</u> .
MCL020	Entrepreneurship and Innovation	ENT Department Elective Credit	The student will be able to: Review the different entrepreneurial options based on the existence of innovative ideas that allow the selection of a <u>type of business model</u> .
<b>Online Law Program</b>			
DL2105	Introduction to the Study of Law	General Elective Credit	The student will be able to: Distinguish the fundamental concepts of law, the characteristics of legal norms, the legislative process, the fact and the legal act, <u>in order to know how to understand the field of law</u> .
DL2106	Companies and Bankruptcy Law	General Elective Credit	The student will be able to: Identify the subjects of commercial law, the forms of commercial society, the legal framework that regulates them, and the rules related to commercial competition and their legal effects, in order to perform activities related to the constitution of commercial societies, as well as the intervene in the conflicts and procedures that <u>are generated on the occasion of a merchant's contest</u> .
DL2107	Law Theory	General Elective Credit	The student will be able to: Understand the fundamental legal concepts, the different theories that explain the law, as well as the problems that the legislation plans, in order to solve problems of <u>interpretation and integration of the law</u> .
TCL010	Oral and Written Communication	General Elective Credit	The student will be able to: Use oral communication techniques and written composition models, for the production of oral, written and <u>visual messages linked to messages generated in the professional</u> .
TCL005	Science and Technology with Humanism	PHI Department Elective Credit	The student will be able to: Understand the meaning of human existence, analyzing the ethical dilemmas that is planned to coexist in different fields, for decision making both in personal life and in <u>professional and social life</u> .
DL2201	People and Family	General Elective Credit	The student will be able to: Identify the concepts of family law, institutions and legal figures that comprise it, the legal framework applicable to people and legal relations of the family, in order to <u>perform profession-related activities</u> .
DL2202	Titles and Credit Operations	General Elective Credit	The student will be able to: Know the legal framework applicable to titles and credit operations, for intervention in negotiations and proposal of solutions of the problems derived from commercial operations and <u>credit titles</u> .
DL2405	General Theory of the Process	General Elective Credit	The student will be able to: Identify the concepts, principles and procedural institutions applicable within the judicial process, in order to understand and apply the procedural norms in the solution of legal <u>problems</u> .
DL2104	Roman Law	General Elective Credit	The student will be able to: Identify the integration of Roman Law, its institutions and legal figures, in order to analyze and understand those <u>that have reached our legal system</u> .
DL2204	Theory of the State	General Elective Credit	The student will be able to: Distinguish the importance of the study of the political theory and theory of the State, as well as the forms of government and the organs that integrate the conformation of the Mexican State, in order to understand the sovereignty, its organization and <u>functions</u> .
DL2301	Assets and Inheritance	General Elective Credit	The student will be able to: Identify the different types of assets that make up the heritage, the theories that explain it, as well as the different real rights and the legal framework to which they are subject, the inheritance and its forms, in order to understand and apply the <u>current norms in the matter</u> .
DL2302	Commercial Contracts	General Elective Credit	The student will be able to: Analyze the most important commercial contracts, their elements and characteristics, for the application of the rules of the legal framework of the subject according to the commercial practice, in order to conclude and interpret these contracting <u>instruments</u> .

DL2303	Criminal Law	CRJ Department Elective Credit	The student will be able to: Identify the evolution of criminal ideas, the basic concepts of Criminal Law, its principles, scope, crime and its doctrinal evolution and the analysis of behavior, as well as the causes of exclusion of crime, for the understanding of behaviors criminals and their legal consequences.
DL2304	Constitutional Law	General Elective Credit	The student will be able to: Understand the integration of the Political Constitution of the United Mexican States, the form of organization of the State, the different powers and faculties of the organs that comprise it, for the identification of the features of our constitutionalism and democracy.
DL2404	Human rights and Conventionality Control	General Elective Credit	The student will be able to: Identify the Human Rights and their guarantees recognized in the Political Constitution of the United Mexican States, their classification, the constitutional articles that contain them, in order to understand and defend them.
DL2602	Commercial Law Clinic	General Elective Credit	The student will be able to: Analyze practical cases in commercial matters, applying the theoretical knowledge acquired, in order to design and develop legal strategies that allow solving specific cases that arise in the professional life.
DL2403	Private Study of Crimes	General Elective Credit	The student will be able to: Analyze the systematic structures of criminal types, which protect the most important legal assets for society, in local and federal matters, regarding their specific objective, normative and subjective elements, placing the typical hypotheses in practical cases, in order to understand and apply the legal framework.
DL2806	Financial, Banking and Stock Market Law	General Elective Credit	The student will be able to: Understand the essential aspects of financial law, public finances, and banking and stock market law, in order to recognize the main powers they have, the functions they perform, the operations and transactions they perform, and the delimitation of financial crimes.
DL2506	Procedural Law I	General Elective Credit	The student will be able to: Apply knowledge of procedural law, for the knowledge, distinction and processing of civil ordinary trials following the postulatory, conciliatory, probative, preclusive, trial, challenge and enforcement stages.
DL2802	Labor Law and Social Security	General Elective Credit	The student will be able to: Understand the fundamental concepts of Labor Law and social security, its Constitutional foundation, individual labor relations and social security, in order to prevent and solve conflicts between companies and their workers, as well as between public bodies and their employees.
DL2401	Law of Obligations	General Elective Credit	The student will be able to: Identify the obligations, their sources, their subjects, their effects, their forms of compliance, different modalities, transmission, extinction, inexigibility and ineffectiveness, in order to apply the legal framework to which they are subject in their professional activity.
DL2503	Criminal Procedural Law	CRJ Department Elective Credit	The student will be able to: Explain each one of the stages of the criminal procedure, of an accusatory and oral type, the distinction between evidence and purity, the resources and the forms of early termination of the process and its alternative solutions, in order to solve cases that in criminal matters. They are presented.
DL2601	Tax Law	General Elective Credit	The student will be able to: Apply the constitutional foundation of the tax obligation, as well as the fundamental aspects of the tax code of the country, regarding taxpayer obligations and the powers of the tax authority, in order to effectively fulfill tax obligations.
DL2605	Procedural Law II	General Elective Credit	The student will be able to: Identify legal problems, the types of judgments that will be promoted in the competent judicial instances and the applicable current legislation, in order to execute the procedural actions and legal solution of the problems.
DL2905	Taxation System for Individuals and Corporations	ACC Department Elective Credit	The student will be able to: Analyze the regulatory framework of income tax, value added tax for natural and legal persons, and the special tax on production and services, for the compliance, prevention of problems and conflict resolution upon violation of these provisions.
DL2501	Civil Contracts	General Elective Credit	The student will be able to: Understand the importance of legal relationships that exist between human beings, through legal acts called contracts and their relevance in society, so that the parties involved in them fully comply with their rights and obligations.
DL2603	Oral Proceedings in Criminal Matters	General Elective Credit	The student will be able to: Analyze the new criminal procedure in the context of the accusatory system, for the identification and monitoring of the different stages of the criminal process, observing and enforcing the human rights and procedural guarantees recognized in the Political Constitution of the United Mexican States.
DL2604	Administrative Law	General Elective Credit	The student will be able to: Understand the structure and operation of the federal public administration, its elements, characteristics, as well as sources and effects of the administrative act, in order to identify the means of defense in administrative matters.
DL2704	Civil and Commercial Oral Proceedings	General Elective Credit	The student will be able to: Differentiate the types of procedures in civil and commercial matters in accordance with the principles governing oral proceedings, in order to identify the type of trial and its application in professional practice.
DL2902	Collective and Procedural Labor Law	General Elective Credit	The student will be able to: Understand collective labor relations, procedural aspects, collective contracts, law contracts, as well as labor risks and collective conflicts, for the resolution of labor problems that arise between the different actors in matters of labor relations.
DL2001	Public International Law	General Elective Credit	The student will be able to: Apply the norms and principles of public international law, as well as the most important international organizations and conventions that regulate legal relations between States, in order to solve problems arising from international relations.
DL2703	Criminal Law Clinic	General Elective Credit	The student will be able to: Apply oral litigation methods and techniques in the main hearings of the ordinary criminal procedure held during the investigation, mediate and trial stages, in accordance with the National Code of Criminal Procedures, for the analysis and solution of cases in this matter.

DL2805	Legal Framework in Environmental and Energy Matters	General Elective Credit	The student will be able to: Analyze environmental law, energy law and policies in these matters, for advice, legal management and conflict resolution before the competent administrative and judicial authorities.
DL2804	Constitutional Procedural Law and Protection	General Elective Credit	The student will be able to: Analyze the scope of constitutional procedural law, the constitutional control system in the Mexican Constitution, the procedures for the protection of human rights and their constitutional guarantees related to the control of constitutionality, in order to appeal their violation before the competent jurisdictional.
DL2504	Lexicology and Legal Argumentation	General Elective Credit	The student will be able to: Understand the field of legal lexicology, the use and meaning of language, as well as the main forms of argumentation, for the precise application of legal jargon and the forms of arguments in the different areas of Law.
DL2002	Labor Law Clinic	General Elective Credit	The student will be able to: Analyze different cases that may arise in labor relations between natural and legal persons, for the determination of the legal strategy that favors the best solution, applying the laws and following the processes before the local and federal conciliation and arbitration boards, as well as before the Federal Court of Conciliation and Arbitration.
DL2111	Private International Right	General Elective Credit	The student will be able to: Analyze the international laws and conventions of which the country is part of and that affect the lives of its citizens, as well as the processes to follow before international instances, for the resolution of international conflicts of private order.
DL2901	Fiscal and Administrative Procedural Law	General Elective Credit	The student will be able to: Identify the stages of the tax process, the constitution of the Federal Tax Court and the Office of the Taxpayer Defense Office, as well as their respective powers and administrative resources and the tax protection, in order to apply them in the lawsuits that are processed before these instances.
DL2803	Civil Procedure Clinic	General Elective Credit	The student will be able to: Plan legal strategies to follow in different cases related to different civil lawsuits, applying knowledge in this field of law to solve them.
DL2904	Constitutional Procedural Law and Protection Clinic	General Elective Credit	The student will be able to: Solve practical cases in the constitutional procedural and protection matter, applying the theoretical knowledge acquired in order to design and develop legal strategies that allow the solution of concrete cases raised under the perspective of the constitutional processes.
DL2003	Victimal Law	General Elective Credit	The student will be able to: Analyze the field of study of victimology, the law of the victims, national legislation and international treaties signed on the subject, in order to defend the rights of victims before the competent national and international authorities.
DL2004	Tax Law Clinic	General Elective Credit	The student will be able to: Analyze the different tax provisions and the procedures to follow before the different competent bodies, in order to design legal strategies applicable to the resolution of various cases.
DL2125	Foreign Trade and Economic Competition	General Elective Credit	The student will be able to: Identify the different regulations related to the legislation of foreign trade and the law of economic competition for the international exchange of goods and the use of competitive advantages for the benefit of consumers and the economic growth of
DL2113	Alternative Means of Dispute Resolution	General Elective Credit	The student will be able to: Analyze the different alternative means of dispute resolution, their legal nature, regulations and their application to the various problems arising in the different legal fields, as well as the procedures to follow in order to favor self-applying means of conflict resolution, avoiding that the parties come to trial.
DL2121	Law Seminar	General Elective Credit	The student will be able to: Review the knowledge, skills and attitudes, at a professional and personal level, as a result of his/her university education, to start working effectively.
DL2114	Intellectual Property and Technology Transfer	General Elective Credit	The student will be able to: Distinguish the legal figures that integrate Mexican intellectual property law, the different legal provisions on copyright, industrial property rights and technology transfer, for the elaboration of protection strategies for their owners, as well as for the resolution of conflicts arising in this matter.
DL2123	Philosophy of Law	PHI Department Elective Credit	The student will be able to: Identify the problems studied by the philosophy of law, through the analysis of the different legal-philosophical schools, in order to understand the scientific aspects and foundations of legal science.
<b>Online Software and Network Engineering Program</b>			
ITX002	Differential Calculus	MAT Department Elective Credit (Mathematics)	The student will be able to: Apply the concepts of limit, continuity and derivative of a function to solve various problems related to engineering and particularly with the problems of rate of change, as well as calculation of maximum and minimum values of a function.
ITX006	Integral Calculus	MAT Department Elective Credit (Mathematics)	The student will be able to: Apply the concepts of indefinite integral, definite integral and the different methods of integration, all based on the Fundamental Theorem of Calculation, for the solution of various problems of calculation of areas and volume, as well as problems of mechanics, electromagnetism and chemistry.
TCX010	Oral and Written Communication	General Elective Credit	The student will be able to: Use oral communication techniques and written composition models for the production of oral, written and visual messages linked to messages generated in the professional field.
TCX001	Business Management Models	MGT Department Elective Credit	The student will be able to: Describe the different business management models, for the administration of the various areas of an
TCX005	Science and Technology with Humanism	PHI Department Elective Credit	The student will be able to: Understand the meaning of human existence, analyzing the ethical dilemmas that is planned to coexist in different fields, for decision making both in personal life and in professional and social life.
ITX005	Applied Linear Algebra	MAT Department Elective Credit	The student will be able to: Apply the concepts of matrices and vector spaces for the solution of problems associated with systems of linear equations and linear transformation applied to engineering.
ITX004	Engineering and Information Technology	IFT Department Elective Credit	The student will be able to: Identify the fundamental concepts of Information Technology, as well as logic and algorithm, for the definition of problem solving strategies.

ITX013	Probability and Statistics	STP Department Elective Credit	The student will be able to: Apply the concepts of probability and statistics, to solve problems where decision-making situations, random phenomena and interpretation of information are involved.
ITX010	Vector Calculation	MAT Department Elective Credit	The student will be able to: Apply the methods and techniques of derivatives and integrals in more than one dimension to solve engineering problems associated with the calculation of gradients, divergences, rotational, surfaces and volumes of various functions representing physical and chemical phenomena
ITX011	Electricity and Magnetism	PHY Department Elective Credit	The student will be able to: Apply the concepts and physical models of electricity and magnetism, for the description, specification and resolution of problems associated with physical and chemical phenomena where the electric and magnetic fields are involved.
ITX008	Databases for Engineering	CSE Department Elective	The student will be able to: Design databases for engineering, for the solution of problems associated with the consultation, exploitation and extraction of useful information.
ITX014	Applied Differential Equations	MAT Department Elective Credit	The student will be able to: Use the methods and techniques of differential and integral calculus, linear algebra, Laplace transform and Fourier series to solve problems of physical variations expressed in terms of differential equations with initial or boundary conditions.
ITX012	Computer Design	GIT Department Elective Credit	The student will be able to: Design vector and matrix images for the generation of graphics that solve different problems associated with the representation and composition of engineering drawings.
ICX001	Information Systems	IFT Department Elective	The student will be able to: Recognize the different techniques and procedures used in the development of information systems for the specification of those that are applicable in the different organizational processes.
ICX003	Software Engineering	CSE Department Elective	The student will be able to: Apply methods and tools for software design, quality and evaluation, as well as the development life cycle, for the production of software systems of any magnitude and application.
SX2502	Electrical Circuits	EEE Department Elective Credit	The student will be able to: Transform electrical circuits of direct and alternating current to more simple and efficient circuits using the fundamental theorems of electrical circuits.
ICX004	Programming Fundamentals	CSE Department Elective	The student will be able to: Solve problems by applying the programming logic, as well as its coding, using the high level programming language for the development of software applications.
ICX006	Software Analysis and Design	CSE Department Elective	The student will be able to: Apply the different stages of the software development life cycle, as well as the identification of risks and opportunities, for the analysis and design of specific purpose information systems.
SX2401	Discrete Mathematics	MAT Department Elective	The student will be able to: Know the theory and mathematical methods associated with propositional logic, Boolean algebra and graph theory, in order to be applied in programming, computer network topology design, among others.
ICX012	Database Models	CSE Department Elective	The student will be able to: Apply theoretical models of relational databases, object-oriented and NoSQL type, as well as commercial management systems for the design of applications for storage, consultation and information extraction.
SX2123	Seminar on Computer Systems Engineering	General Elective Credit	The student will be able to: Review the knowledge, skills and attitudes, at a professional and personal level, as a result of his/her university education, to start working effectively.
<b>Online Industrial Engineering and Administration Program</b>			
TIL002	Differential Calculus	MAT Department Elective Credit	The student will be able to: Apply the concepts of limit, continuity and derivative of a function to solve various problems related to engineering and particularly with the problems of rate of change, as well as calculation of maximum and minimum values of a function.
TIL004	Integral Calculus	MAT Department Elective Credit (Mathematics)	The student will be able to: Apply the concepts of indefinite integral, definite integral and the different methods of integration, all based on the Fundamental Theorem of Calculation, for the solution of various problems of calculation of areas and volume, as well as problems of mechanics, electromagnetism and chemistry.
TCL010	Oral and Written Communication	General Elective Credit	The student will be able to: Use oral communication techniques and written composition models for the production of oral, written and visual messages linked to messages generated in the professional field.
TCL001	Business Management Models	MGT Department Elective Credit	The student will be able to: Describe the different business management models, for the administration of the various areas of an organization.
TCL005	Science and Technology with Humanism	PHI Department Elective Credit	The student will be able to: Understand the meaning of human existence, analyzing the ethical dilemmas that is planned to coexist in different fields, for decision making both in personal life and in professional and social life.
TIL003	Applied Linear Algebra	MAT Department Elective Credit	The student will be able to: Apply the concepts of matrices and vector spaces for the solution of problems associated with systems of linear equations and linear transformation applied to engineering.
TIL006	Engineering and Information Technology	IFT Department Elective	The student will be able to: Identify the fundamental concepts of Information Technology, as well as logic and algorithm, for the definition of problem solving strategies.
TIL008	Probability and Statistics	STP Department Elective Credit	The student will be able to: Apply the concepts of probability and statistics, to solve problems where decision-making situations, random phenomena and interpretation of information are involved.
TIL005	Vector Calculation	MAT Department Elective Credit	The student will be able to: Apply the methods and techniques of derivatives and integrals in more than one dimension to solve engineering problems associated with the calculation of gradients, divergences, rotational, surfaces and volumes of various functions representing physical and chemical phenomena
TIL012	Electricity and Magnetism	PHY Department Elective Credit	The student will be able to: Apply the concepts and physical models of electricity and magnetism, for the description, specification and resolution of problems associated with physical and chemical phenomena where the electric and magnetic fields are involved.
TIL009	Databases for Engineering	CSE Department Elective	The student will be able to: Design databases for engineering, for the solution of problems associated with the consultation, exploitation and extraction of useful information.

TIL011	Applied Differential Equations	MAT Department Elective Credit	The student will be able to: Use the methods and techniques of differential and integral calculus, linear algebra, Laplace transform and Fourier series to solve problems of physical variations expressed in terms of differential equations with initial or boundary conditions.
TIL013	Computer Design	GIT Department Elective Credit	The student will be able to: Recognize the different techniques and procedures used in the development of information systems for the specification of those that are applicable in the different organizational processes.
TCL020	Business Economics	ECN Department Elective Credit	The student will be able to: Distinguish the economic fundamentals and quantitative instruments for the analysis of consumer behavior and the market of companies.
TCL025	Management and Development of Human Talent	MGT Department Elective	The student will be able to: Explain the principles that govern the management and development of human talent in organizations, in order to formulate strategies that favor the optimal performance and fulfillment of organizational objectives.
II1802	Production and Inventory Management	SCM Department Elective	The student will be able to: Design a production and inventory planning and control system, applying the appropriate policies, methods, models and techniques for economic decision making, in line with the supply and storage process in the industry.
MCL001	Business Finance	FIN Department Elective Credit	The student will be able to: Identify the set of business financial management tools that allow the improvement of the processes associated with the use of their capital and increase in sales.
II1001	Logistics	General Elective Credit	The student will be able to: Solve problems of logistics systems in companies, using the basic logistics cycle and recognize the importance of forecasts in the procurement process.
MCL030	Formulation and Evaluation of Projects	OGL Department Elective	The student will be able to: Formulate projects and evaluate them taking into account the aspects of market, technical and economic financial feasibility for the determination of their viability.
II1113	Advanced Logistics	SCM Department Elective	The student will be able to: Efficiently plan the flow of materials throughout the production and delivery processes to the customer, based on the correct relationship of the types of plant distribution design with the production processes.
MCL014	Simulation of Business Models	MGT Department Elective Credit	The student will be able to: Plan scenarios that represent different business models, applying economic, financial, and marketing variables, among others, to verify the best feasible results.
MCL082	Administration and Strategic Prospective	MGT Department Elective Credit	The student will be able to: Apply the methods and techniques of strategic foresight to increase the competitive advantage of organizations.
ICL001	Entrepreneurship and Innovation in Engineering	ENT Department Elective Credit	The student will be able to: Review the different entrepreneurial options based on the existence of innovative ideas, for the selection of a type of business model in engineering.
II1123	Supply Chain Management	SCM Department Elective Credit	The student will be able to: Propose alternatives to generate added value in the company, based on the methodology of continuous improvement of supply chain processes.
II1122	Industrial Engineering Seminar	General Elective Credit	The student will be able to: Review the knowledge, skills and attitudes, at a professional and personal level, as a result of his/her university education, to start working effectively.
II1112	Industrial Security	General Elective	The student will be able to: Apply the elements and regulations related to safety, health, civil protection and sustainability at work, to minimize risks through preventive actions and considering national and international regulations.
AO2902	Planning and Control of the Company	MGT Department Elective Credit	The student will be able to: Distinguish the different models and techniques of planning and control of the organization, for the elaboration of diagnoses and establishment of different types of
<b>Online Digital Design and Animation Program</b>			
DTX011	History of Art	ARS Department Elective Credit	The student will be able to: Identify the most significant artistic stages and currents of art history, based on the recognition of works, styles and characteristics for the contextualization of the different artistic expressions in the development of humanity.
DTX003	Theory and Application of Color	ART Department Elective Credit	The student will be able to: Apply color proposals in design compositions, based on color theory, for the generation of visual communication messages.
DTX004	Representation Drawing	ART Department Elective Credit	The student will be able to: Apply freehand drawing in the representation of spaces and setting, based on the understanding of natural forms through sketches, orthogonal projections and in three dimensions, for the development of adequate spatial perception.
TCX001	Business Management Models	MGT Department Elective Credit	The student will be able to: Describe the different business management models, for the administration of the various areas of an
TCX005	Science and Technology with Humanism	PHI Department Elective Credit	The student will be able to: Understand the meaning of human existence, analyzing the ethical dilemmas that is planned to coexist in different fields, for decision making both in personal life and in professional and social life.
AX1201	Context and Design Methods	General Elective Credit	The student will be able to: Apply the foundations and traditional and contemporary methods of visual design related to the forms, structures and expressive possibilities of plans, textures and volumes for the development of design compositions comprising the structuring stages and design procedures.
DTX006	Descriptive Geometry	General Elective Credit	The student will be able to: Graphically interpret geometric models accurately, through methods and techniques applicable to the design for the expression of surfaces, volumes, axiometries, perspectives and projections.
DTX008	Quality and Productivity in the Design	General Elective Credit	The student will be able to: Specify the fundamentals, principles and quality processes, for application in the sciences related to design as a tool for professional performance, process management and continuous improvement.
DTX007	Design and Communication	GRA Department Elective Credit	The student will be able to: Analyze the elements of the communication process, to achieve greater assertiveness and relevance in the development of designs aimed at specific user profiles.



TCX010	Oral and Written Communication	General Elective Credit	The student will be able to: Use oral communication techniques and written composition models for the production of oral, written and visual messages linked to messages generated in the professional field.
ITX012	Computer Design	GIT Department Elective Credit	The student will be able to: Design vector and matrix images for the generation of graphics that solve different problems associated with the representation and composition of engineering drawings.
AX1301	Management of Matrix and Vector Images	GIT Department Elective Credit	The student will be able to: Design matrix and vector images (2D and 3D) for the solution of visual communication problems using different supports of the design and communication for the visualization of objects in different digital media.
DTX009	Mathematics for Sciences and Arts for Design	General Elective Credit	The student will be able to: Use algebraic, vector and matrix methods to solve trigonometric and geometric problems associated with the design of space representation.
GX2405	Creativity and Innovation	General Elective Credit	The student will be able to: Apply stimulation techniques to creativity and innovation, for the development of value proposals aimed at solving design problems.
DTX010	Digital Display for Design	GIT Department Elective Credit	The student will be able to: Apply vector illustration techniques and digital bitmaps to create design visualizers in digital and print media, considering the principles of image and color theory.
ICX022	Physics for the Design	PHY Department Elective Credit	The student will be able to: Recognize the importance of physics, and in particular the laws and principles of classical mechanics, for the representation of static and dynamic objects that comply or do not comply with these laws and principles.
GX2502	Photography and Digital Image	ART Department Elective Credit	The student will be able to: Generate digital still and motion sequence images, for the transmission of messages, actions, attitudes and emotions embodied in printed and animation materials.
AX1401	Fundamentals of Visual and Semiotic Communication	COM Department Elective Credit	The student will be able to: Use the fundamentals of visual communication, for the construction of various graphic messages by applying semiotics in the design of audiovisual messages of collective dissemination, attracting the attention of potential perceivers achieving a specific intentionality.
GX2503	Identification of Design Needs	General Elective Credit	The student will be able to: Identify design needs that serve as the basis for the construction of diagnoses of specific problems, so they are used as a starting point in the project design.
AX1501	Animation Principles	ART Department Elective Credit	The student will be able to: Apply the principles of animation to geometric models of three-dimensional objects to generate poses in characters that represent actions and emotions.
ICX004	Programming Fundamentals	CSE Department Elective Credit	The student will be able to: Solve problems by applying the programming logic, as well as its coding using the high-level programming language for the development of software applications.
AX1701	Integral Character Design	ART Department Elective Credit	The student will be able to: Design prototypes of characters made from different sculptural techniques, such as modeling, construction, assembly and carving, for the inclusion of movement, body expression, details and finishing touches in the space.
GX2605	Design Process Planning	General Elective Credit	The student will be able to: Plan the design process, based on the detection of needs, development, and evaluation of alternatives, for the generation of effective solutions to design problems.
TCX022	Marketing and Innovation	MKT Department Elective Credit	The student will be able to: Identify the source of innovation of organizations through marketing for the construction of lasting relationships with the consumer and the public of interest.
AX1603	Narrative Language and Structures	FMP Department Elective Credit	The student will be able to: Employ script development techniques and particularly audiovisual narration, for application in digital animations and multimedia applications of any kind.
AX1802	Interactive Designs	GIT Department Elective Credit	The student will be able to: Design virtual scenarios and characters, as well as how to interact with them for the development of designs associated with different levels of interaction in augmented reality and in other interactive environments.
GX2701	Digital Audiovisual Production	FMP Department Elective Credit	The student will be able to: Design original digital audiovisuals from the construction of a script to make short films, feature films and television, considering the various techniques and stages of production.
GX2902	Costs in Design Projects	General Elective Credit	The student will be able to: Formulate design budgets in print, multimedia and three-dimensional media, based on costs and expenses, in order to prepare and present them to the final customer.
AX1901	Design, Art, Animation and Industry	FMP Department Elective Credit	The student will be able to: Identify the key elements of design, art and animation that impact the entertainment industry, in order to determine how to manage and lead them on the basis of the applicable legislation, the market to which it is directed and the financial resources available.
GX2801	Advanced Digital Audiovisual Production	General Elective Credit	The student will be able to: Apply advanced techniques of digital audiovisual production for the generation of an original short film using complex tools of composition and integration of moving image, with 3D models and scenarios and VFX visual effects.
AX1801	Digital Visual Effects	FMP Department Elective Credit	The student will be able to: Generate digital visual effects for physical simulation, fluids and dynamic cores in animated sequences of fire, particles, explosions, clothing, liquids and hair.
AX1803	Digital Art	GRA Department Elective Credit	The student will be able to: Apply techniques of kinematics and dynamics of characters, for their characterization in the acting and animation within a cinematographic shot.
AX1903	Design and Animation for Cinematography	FMP Department Elective Credit	The student will be able to: Design characters and digital scenarios for inclusion in films where real environments are combined with fictional environments.
AX1804	Animation Scripts	General Elective Credit	The student will be able to: Manage the elements of the narrative of animation projects for the formulation of coherent and quality scripts in the fields of cartoons, animated films and video games.
GX2003	Multidimensional Design	General Elective Credit	The student will be able to: Design multidimensional communication systems, for attractions applied to environments of the entertainment, education and culture industry, linked to a plot line, generating interactive models built based on rapid prototyping and three-dimensional printing systems.
GX2112	Design Project Management	General Elective Credit	The student will be able to: Use the methods, techniques and tools of project management specified in the international standard of the Project Management Institute for the elaboration of design project.

GX2113	Integral Design Evaluation	General Elective Credit	The student will be able to: Review the results of the design project, for the evaluation of the processes of concept generation, graphic development, compliance with the needs detected and comprehensive presentation of the design project.
GX2124	Entrepreneurship and Innovation in Design	ENT Department Elective Credit	The student will be able to: Review the different entrepreneurial options based on the existence of innovative ideas, for the selection of a type of business model.
AX1121	Digital Design and Animation Seminar	General Elective Credit	The student will be able to: Plan a digital design and animation project, for the development of a practical application and in accordance with the requirements of the industry, customers and users.
GX2111	Design Legislation	General Elective Credit	The student will be able to: Distinguish the most relevant legal aspects related to the going a designer in the various fields, in order to fulfill the legal obligations effectively.
<b>Online Marketing Program</b>			
TCL001	Business Management Models	MGT Department Elective Credit	The student will be able to: Describe the different business management models, for the administration of the various areas of an
TCL009	Social and Scientific Development	General Elective Credit	The student will be able to: Distinguish the contribution of the areas of social, administrative and educational knowledge in social and scientific development, for its application in the professional field.
TCL010	Oral and Written Communication	General Elective Credit	The student will be able to: Use oral communication techniques and written composition models for the production of oral, written and visual messages linked to messages generated in the professional field.
TCL005	Science and Technology with Humanism	PHI Department Elective Credit	The student will be able to: Understand the meaning of human existence, analyzing the ethical dilemmas that is planned to coexist in different fields, for decision making both in personal life and in professional and social life.
TCL002	Financial Accounting	ACC Department Elective Credit	The student will be able to: Know the process of registering the operations of a commercial company for the preparation of the statement of financial position and results.
TCL006	Organizational Structures and Knowledge Management	OGL Department Elective Credit	The student will be able to: Recognize flexible and intelligent organizational structures, based on knowledge management models.
TCL024	Legal Environment of the Company	General Elective Credit	The student will be able to: Distinguish the concepts of Law and its connection with the activities that apply in the business field to identify legal provisions related to business and their legal consequences.
TCL008	Financial Mathematics	General Elective Credit	The student will be able to: Use mathematical methods and computational tools to elaborate basic financial models in the personal and business sphere.
TCL011	Information Technologies in Organizations	CIS Department Elective Credit	The student will be able to: Identify the different tools for analysis, synthesis and processing of information and data, in order to use them in the organizational field.
TCL007	Cost and Price Management	SCM Department Elective Credit	The student will be able to: Distinguish the different methods of evaluating the cost of a product in order to allow the analysis of information and decision making when defining its price.
TCL012	Financial Information for Decision Making	ACC Department Elective Credit	The student will be able to: Analyze the information and structure of the main financial statements for decision making that maximizes the value of the company.
TCL016	Organizational Behavior	MGT Department Elective Credit	The student will be able to: Analyze the elements that define the behavior of people within organizations from different positions that allow the development of institutions.
TCL013	Applied Descriptive Statistics	STP 226 (Computer/Statistics/Quantitative Applications)+ STP	The student will be able to: Apply the probabilistic and statistical processes to organize, analyze and present series of data, which allow to predict their behavior and support decision making.
TCL018	Applied Inferential Statistics	Department Elective Credit	The student will be able to: Apply the methods of inferential statistics to determine the characteristics of a population, through the use of various tests that contrast the values of the parameters and allow decision-making.
TCL020	Business Economics	ECN Department Elective Credit	The student will be able to: Distinguish the economic fundamentals and quantitative instruments for the analysis of consumer behavior and the market of companies.
TCL017	Budgets	FIN department Elective Credit	The student will be able to: Analyze the methodology of budgeting and its different types, in order to contribute to an optimal planning of finances and the achievement of objectives in organizations.
TCL025	Management and Development of Human Talent	MGT Department Elective Credit	The student will be able to: Explain the principles that govern the management and development of human talent in organizations, in order to formulate strategies that favor the optimal performance and fulfillment of organizational objectives.
TCL022	Marketing and Innovation	MKT Department Elective Credit	The student will be able to: Identify the source of innovation of organizations through marketing for the construction of lasting relationships with the consumer and the public of interest.
ML2501	Value Management in Marketing	MKT Department Elective Credit	Organize the commercial and marketing resources of the company, for the creation of value through products, services and brands, with a focus on the customer and the market.
ML2603	Marketing and Technological Development	MKT Department Elective Credit	The student will be able to: Examine the role of industrial marketing, its processes, products and services, taking advantage of technological development for the formulation of marketing strategies of industrial companies and the generation of value.
ML2604	Distribution and Logistics Channels	General Elective Credit	The student will be able to: Plan distribution channel strategies to position products in the agreed place, time and quantity, making use of planning and management techniques in the area of logistics and marketing.
MCL089	Qualitative and Quantitative Market Research	MKT Department Elective Credit	The student will be able to: Identify the market methods, techniques and research tools, both qualitative and quantitative, for strategic business decision making.
MCL006	Sales and Marketing	MKT Department Elective Credit	The student will be able to: Determine the activities and different tasks of marketing and sales in organizations - for planning and achieving economic objectives - as well as techniques for monitoring the sales force and meeting the goals set out in the forecasts.
ML2605	Consumer Behavior	MKT Department Elective Credit	The student will be able to: Analyze consumer behavior through the factors and trends that influence it in order to define marketing strategies that generate value for the customer.

MCL085	Marketing and International Negotiation	MKT Department Elective Credit	The student will be able to: Design international marketing and negotiation strategies, considering changing and culturally different environments, for the formulation of an international marketing plan.
CM1801	Legislation of the Media and Advertising	General Elective Credit	The student will be able to: Analyze the current legal frameworks that impact communication media, information technologies and telecommunications, as well as the advertising field, for application in the various media and channels operating in national and international territory.
ML2004	Communication and Public Image	MKT Department Elective Credit	The student will be able to: Design a comprehensive program of communication and image generation for people, brands, organizations and products that allows the projection and increase of levels of acceptance in public opinion and at the beginning of the market to which it belongs.
DD1401	Fundamentals of Visual and Semiotic Communication	COM Department Elective Credit	The student will be able to: Use the fundamentals of visual communication, for the construction of various graphic messages by applying semiotics in the design of audiovisual messages of collective dissemination, attracting the attention of potential perceivers achieving a specific intentionality.
MCL082	Administration and Strategic Prospective	MGT Department Elective Credit	The student will be able to: Apply the methods and techniques of strategic foresight to increase the competitive advantage of organizations.
ML2801	Promotion and Interactive Communication	MKT Department Elective Credit	The student will be able to: Apply the knowledge of promotion and marketing for the design and coordination of interactive communication campaigns aimed at consumers, distributors and intermediaries.
ML2802	Advertising and Sponsorship	MKT Department Elective Credit	El alumno será capaz de: Combinar los elementos implicados en la creación de planes de publicidad, mezcla de medios y su patrocinio, para la realización de campañas a través de medios interactivos y alternativos de publicidad actual.
MCL007	Electronic Commerce	CIS Department Elective	The student will be able to: Design a business plan based on electronic commerce that allows a competitive potential.
MCL030	Formulation and Evaluation of Projects	OGL Department Elective	The student will be able to: Formulate projects and evaluate them taking into account the aspects of market, technical and economic financial feasibility to determine their viability.
ML2002	Public Relations	JMC or MCO Department Elective	The student will be able to: Apply strategies, methods and techniques for creating and evaluating public image for the development of public relations and corporate image programs that favor and promote organizations before society with measurable and verifiable elements, as well as planning reactions to crisis situations.
ML2001	Product and Brand Positioning	MKT Department Elective Credit	The student will be able to: Relate the tools for measuring brand strength and the positioning of products and services with a focus on the consumer, in order to design and develop product positioning projects, as well as the construction of strong brands that allow the generation of advantages competitive against competitors in the market.
ML2904	Service Marketing	MKT Department Elective Credit	The student will be able to: Create marketing strategies and tactics that allow the achievement of the business objectives of organizations dedicated to the sale and supply of services.
ML2903	Price and Sales Methods and Techniques	MKT Department Elective Credit	The student will be able to: Apply methods and techniques of pricing and sales of a product or service, depending on the different elements that make up the marketing and sales process, in order to design strategies and forecasts that optimize the economic resources of the organization.
MCL011	Strategic Project Management	OGL Department Elective Credit	The student will be able to: Design project plans using the necessary processes, techniques and tools, based on the international standard of the Project Management Institute - PMI, for the launch of new products and/or business services.
MCL084	Marketing Strategies	MKT Department Elective Credit	The student will be able to: Generate marketing strategies based on the detection of customer needs and the definition of the value proposition of organizations.
MCL014	Simulation of Business Models	MGT Department Elective Credit	The student will be able to: Plan scenarios that represent different business models, applying economic, financial, and marketing variables, among others, to verify the best feasible results.
ML2112	Marketing Management	MKT Department Elective Credit	The student will be able to: Design a strategic marketing plan according to the needs and business objectives of the organization.
ML2003	Data Management and Loyalty Strategies	MKT Department Elective Credit	The student will be able to: Design customer loyalty strategies, for a segment or market niche, using the tools to obtain, process and interpret the information contained in various databases.
MCL020	Entrepreneurship and Innovation	ENT Department Elective Credit	The student will be able to: Review the different entrepreneurial options based on the existence of innovative ideas that allow the selection of a type of business.
ML2111	Sustainable Marketing	MKT Department Elective Credit	The student will be able to: Design marketing plans that ensure respect and protection of the environment making optimal use of the resources of the organization and society as a whole for the promotion of sustainability.
ML2123	Digital Marketing	MKT Department Elective Credit	The student will be able to: Design marketing strategies using digital tools, to increase sales and marketing of organizations in different sectors of the economy.
ML2122	Marketing Seminar	General Elective	The student will be able to: Review the knowledge, skills and attitudes, at a professional and personal level, as a result of his/her university education, to start working effectively.
<b>Online International Business Program</b>			
TCL001	Business Management Models	MGT Department Elective Credit	The student will be able to: Describe the different business management models, for the administration of the various areas of an organization.
TCL009	Social and Scientific Development	General Elective Credit	The student will be able to: Distinguish the contribution of the areas of social, administrative and educational knowledge in social and scientific development, for its application in the professional field.
TCL010	Oral and Written Communication	General Elective Credit	The student will be able to: Use oral communication techniques and written composition models for the production of oral, written and visual messages linked to messages generated in the professional field.

TCL005	Science and Technology with Humanism	PHI Department Elective Credit	The student will be able to: Understand the meaning of human existence, analyzing the ethical dilemmas that is planned to coexist in different fields, for decision making both in personal life and in <u>professional and social life</u> .
TCL002	Financial Accounting	ACC Department Elective Credit	The student will be able to: Know the process of registering the operations of a commercial company for the preparation of the <u>statement of financial position and results</u> .
TCL006	Organizational Structures and Knowledge Management	OGL Department Elective Credit	The student will be able to: Recognize flexible and intelligent <u>organizational structures, based on knowledge management models</u> .
TCL024	Legal Environment of the Company	General Elective Credit	The student will be able to: Distinguish the concepts of Law and its connection with the activities that apply in the business field to identify <u>legal provisions related to business and their legal consequences</u> .
TCL011	Information Technologies in Organizations	CIS Department Elective Credit	The student will be able to: Identify the different tools for analysis, synthesis and processing of information and data, in order to use them in the <u>organizational field</u> .
TCL007	Cost and Price Management	SCM Department Elective Credit	The student will be able to: Distinguish the different methods of evaluating the cost of a product in order to allow the analysis of <u>information and decision making when defining its price</u> .
TCL012	Financial Information for Decision Making	ACC Department Elective Credit	The student will be able to: Analyze the information and structure of the main financial statements, in order to make a decision that maximizes <u>the value of the company</u> .
TCL016	Organizational Behavior	MGT Department Elective Credit	The student will be able to: Analyze the elements that define the behavior of people within organizations from different positions that <u>allow the development of institutions</u> .
TCL013	Applied Descriptive Statistics	STP 226 (Computer/Statistics/Quantitative Applications) + STP	The student will be able to: Apply the probabilistic and statistical processes to organize, analyze and present series of data, which allow to <u>predict their behavior and support decision making</u> .
TCL018	Applied Inferential Statistics	Department Elective Credit	The student will be able to: Apply the methods of inferential statistics to determine the characteristics of a population, through the use of various tests that contrast the values of the parameters and allow <u>decision-making</u> .
TCL020	Business Economics	ECN Department Elective Credit	The student will be able to: Distinguish the economic fundamentals and quantitative instruments for the analysis of consumer behavior and the <u>market of companies</u> .
TCL017	Budgets	FIN department Elective Credit	The student will be able to: Analyze the methodology of budgeting and its different types, in order to contribute to an optimal planning of <u>finances and the achievement of objectives in organizations</u> .
TCL025	Management and Development of Human Talent	MGT Department Elective Credit	The student will be able to: Explain the principles that govern the management and development of human talent in organizations, in order to formulate strategies that favor the optimal performance and <u>fulfillment of organizational objectives</u> .
TCL022	Marketing and Innovation	MKT Department Elective Credit	The student will be able to: Identify the source of innovation of organizations through marketing for the construction of lasting <u>relationships with the consumer and the public of interest</u> .
MCL026	International Sales and Marketing	MKT Department Elective Credit (Global Awareness)	Select and implement the different international sales and purchasing techniques from a systematic perspective, planned and adapted to the business environment, applying the international distribution and <u>marketing processes</u> .
MCL085	Marketing and International Negotiation		Design international marketing and negotiation strategies, considering changing and culturally different environments, for the formulation of an <u>international marketing plan</u> .
MCL025	Foreign Trade and Customs Legislation	ECN Department Elective Credit	Identify the legal norms and regulations that regulate foreign trade, for its <u>application in customs operations</u> .
MCL024	International Law	General Elective Credit	The student will be able to: Know the theoretical fundamental concepts of International Law, the influence on internal law and the political and social economic scopes in the development of Mexico, immersed in a <u>global world</u> .
NL2603	Global economy and Technological Development	ECN Department Elective Credit	Understand technological changes and innovation, for the analysis of its <u>effects on the global economy and competitiveness</u> .
MCL087	International Transportation and Dangerous Goods	General Elective Credit	The student will be able to: Identify the main characteristics of the different types of transport systems, as well as the economic, legal, restrictive and logistic factors, for the design of international <u>transportation solutions for goods, including dangerous ones</u> .
MCL028	Foreign Trade Promotion Policies	MKT Department Elective Credit	The student will be able to: Identify policies to promote foreign trade, which allow Mexican export companies to develop competitive <u>advantages in international marketing projects</u> .
MCL088	International Business Strategies	MGT Department Elective Credit	The student will be able to: Design business strategies that generate value for companies that carry out international transactions, based on <u>the diagnosis of needs and possibilities offered by international trade</u> .
MCL033	Treaty Analysis and International Agreements	ECN Department Elective Credit	The student will be able to: Analyze the bilateral and multilateral regulatory frameworks that regulate Mexico's economic relations with the rest of the world, in particular the provisions that are intended to <u>facilitate trade and investment flows between the signatory countries</u> .
MCL032	Business Development in the Americas	ECN Department Elective Credit	The student will be able to: Analyze the cultural, political, economic and commercial aspects of the American continent, for the identification of <u>business opportunities in their markets</u> .
MCL031	International Economic Organizations	ECN Department Elective Credit	The student will be able to: Analyze the importance and repercussions of international economic organizations that contribute and facilitate trade negotiations, for the development of companies and their <u>business opportunities</u> .
NL2901	Risk and Investment Evaluation	FIN Department Elective Credit	The student will be able to: Evaluate the importance of investment flows in cross-border economic relations, multilaterally agreed rules to promote investments in the world and the different mechanisms negotiated between nations to give certainty and legality to foreign <u>investments</u> .
MCL014	Simulation of Business Models	MGT Department Elective Credit	The student will be able to: Plan scenarios that represent different business models, applying economic, financial, and marketing <u>variables, among others, to verify the best feasible results</u> .
NL2001	Forms of International Payment and Financing	FIN Department Elective Credit	The student will be able to: Contrast the different financing alternatives and procedures used in international business, which allow the best <u>business decision making</u> .

MCL036	Business with the European Common Space	ECN Department Elective Credit	The student will be able to: Review the main mechanisms of European integration and the dynamics of their free trade relations, for the <u>detection of potential business opportunities of Mexican entrepreneurs.</u>
MCL030	Formulation and Evaluation of Projects	OGL Department Elective	The student will be able to: Formulate projects and evaluate them taking into account the aspects of market, feasibility, technical and <u>financial economics, to determine their viability.</u>
MCL034	Contracts and International Arbitration	General Elective Credit	The student will be able to: Generate international contracts based on the applicable laws and regulations for the acquisition of goods, <u>products and services.</u>
MCL035	International Accounting and Finance	ACC Department Elective Credit	The student will be able to: Apply the principles of international accounting and compare local systems with the North American one, in order to determine its relationship with international finance from the <u>management of resources.</u>
MCL037	Foreign Trade Procedures and Operations	ECN Department Elective Credit	The student will be able to: Analyze customs procedures and foreign trade operations for the transportation of general and special goods, as well as the applicable standards, for carrying out import and export <u>activities.</u>
MCL090	International Logistics	SCM Department Elective Credit	The student will be able to: Design logistics solutions applied to the supply chain, for the optimization of the operation and maximization of the <u>competitive business advantage in global markets.</u>
MCL040	Business Development in Asia - Pacific	ECN Department Elective Credit	The student will be able to: Identify business opportunities in markets of the countries that make up the Asia-Pacific region, based on <u>knowledge of the cultural, political, economic and commercial aspects.</u>
MCL011	Strategic Project Management	OGL Department Elective Credit	The student will be able to: Design project plans using the necessary processes, techniques and tools, based on the international standard of the Project Management Institute PMI, for the launch of new <u>products and/or business services.</u>
NL2111	International Competitiveness	MGT Department Elective Credit	The student will be able to: Contrast the factors that determine competitiveness from different perspectives of the organizations <u>participating in the global markets, in order to favor their position.</u>
MCL042	Customs Management	ECN Department Elective Credit	The student will be able to: Apply the current customs regulations that allow the management of merchandise imports and exports in an <u>efficient manner.</u>
MCL038	Intellectual Property and Foreign Investment	General Elective Credit	The student will be able to: Apply the concepts and regulations of intellectual property to international marketing activities, as well as identify the elements of decision-making, to optimize the benefits of <u>foreign investment.</u>
NL2121	International Business Seminar	General Elective Credit	The student will be able to: Review the knowledge, skills and attitudes, at a professional and personal level, as a result of his/her university <u>education, to start working effectively.</u>
MCL083	Development of Export Plans	ECN Department Elective Credit	The student will be able to: Generate export plans that have the elements required for the proper evaluation of the production and <u>distribution capabilities of goods in export markets.</u>
MCL020	Entrepreneurship and Innovation	ENT Department Elective Credit	The student will be able to: Review the different entrepreneurial options based on the existence of innovative ideas that allow the selection of a <u>type of business model.</u>
<b>Online Pedagogy Program</b>			
GL2101	Pedagogical Theories	General Elective Credit	The student will be able to: Analyze, from a pedagogical context, the models and theories related to the teaching-learning process for the understanding of educational phenomena over time and from the <u>various paradigms in the integral education of people.</u>
TCL010	Oral and Written Communication	General Elective Credit	The student will be able to: Use oral communication techniques and written composition models for the production of oral, written and visual <u>messages linked to messages generated in the professional field.</u>
TCL006	Organizational Structures and Knowledge Management	OGL Department Elective Credit	The student will be able to: Recognize flexible and intelligent <u>organizational structures, based on knowledge management models.</u>
MCL043	Behavioral Psychobiology	PSY Department Elective Credit	The student will be able to: Understand the structure and function of the nervous system and its neurodegenerative alterations, as well as addiction disorders, for the explanation of normal and pathological <u>human behavior.</u>
TCL005	Science and Technology with Humanism	PHI Department Elective Credit (Humanities)+ PHI Department Elective Credit	The student will be able to: Understand the meaning of human existence, analyzing the ethical dilemmas that is planned to coexist in different fields, for decision making both in personal life and in <u>professional and social life.</u>
GL2102	Education Philosophy		The student will be able to: Recognize the components of the educational process from a philosophical perspective, for the identification of the main currents of human thought associated with <u>educational acts.</u>
MCL045	Theoretical Models of Learning	General Elective Credit	The student will be able to: Understand the theoretical models of learning within the educational context, for the determination of <u>individual differences in this process.</u>
TCL011	Information Technologies in Organizations	CIS Department Elective Credit	The student will be able to: Identify the different tools for analysis, synthesis and processing of information and data, in order to use them in the <u>organizational field.</u>
MCL044	Analysis and Behavioral Techniques	PSY Department Elective Credit	The student will be able to: Understand the basis of classical and operant conditioning, as well as behavior reinforcement, for the application of behavioral techniques in the experimental, educational, <u>organizational and clinical areas.</u>
GL2201	History of Education in Mexico	General Elective Credit	The student will be able to: Distinguish the different historical stages of education in Mexico and its influence on people's educational background, in order to understand the changes derived from <u>educational reforms.</u>
TCL016	Organizational Behavior	MGT Department Elective Credit	The student will be able to: Analyze the elements that define the behavior of people within organizations from different positions that <u>allow the development of institutions.</u>
GL2401	Cultural Communication and Education	General Elective Credit	The student will be able to: Analyze the characteristics and social and cultural aspects of communication to identify their relationships with <u>educational processes.</u>

TCL013	Applied Descriptive Statistics	STP Department Elective Credit	The student will be able to: Apply the probabilistic and statistical processes to organize, analyze and present series of data, which allow to <u>predict their behavior and support decision making.</u>
MCL050	Educational Psychology	EDP Department Elective (Social & Behavioral Sciences)+ EDP Department Elective Credit	The student will be able to: Understand the theoretical bases and models of educational psychology; as well as its nature, scope and applications, in order to solve problems related to teaching-learning <u>processes and the transformation of educational practices.</u>
GL2601	Psychopedagogy		The student will be able to: Use psychopedagogy as an alternative for differentiated and flexible improvement, for its application in the <u>diagnosis and design of intervention and educational inclusion models.</u>
TCL015	Citizenship and Sustainable Development		The student will be able to: Demonstrate the importance of citizen responsibility and participation in activities that promote the construction of a society with environmental, economic, political, social and ethical sustainability for the promotion of democratic, harmonious, <u>participatory and plural coexistence among people.</u>
MCL046	Motivation and Emotion	PSY Department Elective Credit	The student will be able to: Identify the theoretical foundations in the study of the processes of motivation and emotion for their application in <u>the educational, labor, health and sports fields.</u>
GL2402	Family, Education and Society	FAS Department Elective Credit	The student will be able to: Identify the family's existing relationships in an educational and socialization context to boost the human and cultural development of its members, based on the associated <u>psychological and pedagogical theories.</u>
GL2502	Public Policies and Educational Legislation	General Elective Credit	The student will be able to: Analyze public policies, their generation, formulation and implementation linked to educational legislation, as well as the different regulations that affect education in Mexico and its international context, for understanding the challenges and set-backs in <u>education.</u>
MCL051	Infant Development Psychology	PSY Department Elective Credit (Social & Behavioral Sciences)+ PSY Department Elective Credit	The student will be able to: Understand the evolutionary stages of the infant, the affective factors and the different problems they are going through, for the analysis of the impact on their psychosocial <u>relationships with the family and the peers.</u>
MCL053	Adolescent Psychology		The student will be able to: Understand the evolutionary stages of the adolescent, the erotic-affective factors and the different problems they go through, in order to analyze the impact on their psychosocial <u>relationships with the family and peers.</u>
MCL047	Learning and Memory	PSY Department Elective	The student will be able to: Compare the various existing psychological theories for the study of the process that human beings acquire <u>knowledge and skills, as well as for the retention of information.</u>
MCL086	Methodology for Scientific Research	PSY Department Elective	The student will be able to: Produce scientific research based on the knowledge of the method, the processes, and the research techniques for the resolution of problems, as well as for the preparation of the <u>corresponding reports.</u>
GL2501	Didactics and Educational Technology	General Elective Credit	The student will be able to: Analyze the teaching-learning processes and the technological resources associated with them for the design of didactic proposals that meet the needs of education and training in <u>different educational fields.</u>
MCL057	Educational Resources	General Elective Credit	The student will be able to: Design materials and/or innovative educational resources, multimedia and digital innovations, for the stimulation, empowerment and evaluation of learning aimed at different <u>audiences.</u>
MCL048	Thought and Language	PSY Department Elective Credit	The student will be able to: Analyze the theories of cognitive and linguistic development and the relationship of thought and language in the configuration of concepts, reasoning and emotions, to explain the <u>emergence of new trends in the study of thought.</u>
MCL054	Data Analysis on Social Research	PSY Department Elective	The student will be able to: Apply techniques of predictive analysis of statistical data on social research, in order to make decisions in the <u>field of the study of human behavior.</u>
MCL052	Interview Theory and Technique	PSY Department Elective Credit	The student will be able to: Make effective interviews through the use of questionnaires, techniques and tools to obtain relevant information <u>and for specific purposes, integrating a report with different purposes.</u>
MCL056	Psychology of Adulthood and Old Age	PSY Department Elective	The student will be able to: Detect biopsychosocial changes in adulthood and old age, through the assessment of psychological functions with various instruments, for the realization of prevention and <u>intervention actions that promote people's quality of life.</u>
MCL058	New Integrative Teaching Strategies	General Elective Credit	The student will be able to: Design didactic strategies in processes of personal, group and institutional interactions for the development of educational intervention projects that promote understanding and <u>contribute to the development of skills.</u>
GL2702	Models and Instructional Designs	General Elective Credit	The student will be able to: Compare the models of instructional design and its phases, for the development of multimedia instructional models and for online education through the use of technological-educational <u>platforms.</u>
MCL061	Educational Inclusion and Attention to Diversity	General Elective Credit	The student will be able to: Apply the educational policies in the inclusion of people with different capacities and special educational needs for the diagnosis and development of intervention projects and <u>curricular adjustments.</u>
GL2701	Pedagogical Diagnosis	EDP Department Elective Credit	The student will be able to: Identify the elements that integrate a pedagogical diagnosis for the integration of the report that considers the orientation of that diagnosis and the type of intervention that is <u>recommended.</u>
GL2602	Curriculum Theory	General Elective Credit	The student will be able to: Understand the curriculum as a fundamental concept of formal educational action and distinguish the elements that integrate it as an object of study, analyzing the theories and theoretical representatives that support it, for the planning and <u>identification of different types of curriculum.</u>
GL2901	Models of Competency-Based Education	General Elective Credit	The student will be able to: Apply knowledge of skills and their conceptual models for the development of educational plans oriented to <u>teaching strategies and evaluation of different types of</u>

MCL060	Educational Evaluation	General Elective Credit	The student will be able to: Design a qualitative and quantitative evaluation plan of the educational process that considers students, teachers, educational programs and the institution for the improvement of the teaching-learning processes.
MCL059	Educational Orientation	General Elective Credit	The student will be able to: Design educational guidance programs based on different theories and understanding the functions of the counselor, in order to implement them in psycho-pedagogical and sociocultural contexts.
GL2123	Design, Development and Curriculum Evaluation	EDP Department Elective Credit	The student will be able to: Analyze the theoretical, contextual, individual and educational elements involved in the teaching-learning process, as well as the curriculum design methodology for curriculum development and evaluation at different educational levels and in
MCL063	Psycho Pedagogical Intervention	EDP Department Elective Credit	The student will be able to: Design the psychopedagogical intervention aimed at individuals and groups with generalized developmental disorders and language disorders, for their social and school
GL2802	Virtual Environments and Online Education	General Elective Credit	The student will be able to: Understand the impact and benefits of online education and the design of virtual learning environments for academic training and knowledge building.
GL2114	Evaluation of Educational Institutions and Programs	General Elective Credit	The student will be able to: Select the most representative evaluation models of educational institutions and programs, taking into account the requirements of the organizations that evaluate and certify the educational quality for the design of internal evaluation processes.
GL2003	Educational Planning and Management	General Elective Credit	The student will be able to: Relate the types of educational planning and administration for the generation of proposals in order to improve the processes associated with educational management through the leadership of the school principal.
GL2801	Andragogy	General Elective Credit	The student will be able to: Design a program of pedagogical and / or educational intervention, for the continuing education and training of adults based on their knowledge and skills.
MCL064	Training and Development of Human Talent	MGT Department Elective Credit	The student will be able to: Apply the phases of the process of training and development of human talent in the organization, within the current legal framework, to achieve organizational objectives and increase labor productivity.
GL2115	Educational Innovation and Teaching Skills	General Elective Credit	The student will be able to: Contrast the characteristics, advances and challenges of the main educational trends and innovations in America, Europe and Asia for the development of cutting-edge proposals according to global competitiveness.
GL2121	Pedagogy Seminar	General Elective Credit	The student will be able to: Review the knowledge, skills and attitudes, at a professional and personal level, as a result of his/her university education, to start working effectively.
MCL020	Entrepreneurship and Innovation	ENT Department Elective Credit	The student will be able to: Review the different entrepreneurial options on the basis of the existence of innovative ideas that allow the selection of a type of business model.
GL2113	Accreditation and Educational Certification	General Elective Credit	The student will be able to: Formulate activities to improve the quality of education of higher education institutions in the country, for alignment with the criteria established by the external evaluation bodies.
<b>Online Psychology Program</b>			
PL2101	Evolution of Psychology	PSY Department Elective Credit (Social & Behavioral Sciences)+ PSY Department	The student will be able to: Use oral communication techniques and written composition models for the production of oral, written and visual
PL2201	Systems and Theories in Psychology	Elective Credit	The student will be able to: Understand the main systems of thought and psychological theories, as well as the identification of their main representatives, for the determination of their contributions to psychology.
TCL010	Oral and Written Communication	General Elective Credit	The student will be able to: Use oral communication techniques and written composition models for the production of oral, written and visual messages linked to messages generated in the professional field.
TCL006	Organizational Structures and Knowledge Management	OGL Department Elective Credit	The student will be able to: Recognize flexible and intelligent organizational structures, based on the knowledge of management models.
MCL043	Behavioral Psychobiology	PSY Department Elective Credit	The student will be able to: Understand the structure and function of the nervous system and its neurodegenerative alterations, as well as addiction disorders, for the explanation of normal and pathological human behavior.
TCL005	Science and Technology with Humanism	PHI Department Elective Credit (Humanities)+ PHI Department Elective Credit	The student will be able to: Understand the meaning of human existence, analyzing the ethical dilemmas that is planned to coexist in different fields, for decision making both in personal life and in
PL2202	Philosophy of Behavioral Sciences		The student will be able to: Recognize the importance of the historical-philosophical roots of the behavioral sciences for the identification of the main currents of thought and their representatives.
MCL044	Analysis and Behavioral Techniques	PSY Department Elective Credit	The student will be able to: Understand the basis of classical and operant conditioning, as well as behavior reinforcement, for the application of behavioral techniques in the experimental, educational, organizational and clinical areas.
TCL011	Information Technologies in Organizations	CIS Department Elective Credit	The student will be able to: Identify the different tools for analysis, synthesis and processing of information and data, in order to use them in the organizational field.
MCL045	Theoretical Models of Learning	General Elective Credit	The student will be able to: Understand the theoretical models of learning within the educational context, for the determination of individual differences in this process.
TCL016	Organizational Behavior	MGT Department Elective Credit	The student will be able to: Analyze the elements that define the behavior of people within organizations from different positions that allow the development of institutions.
PL2401	Design and Validation of Measuring Instruments	PSY Department Elective Credit	The student will be able to: Apply the principles of measurement in psychology that allow the design of instruments consistent with the characteristics of reliability, validity, suitability of the reagents, standardization and standards of psychological qualification.
TCL013	Applied Descriptive Statistics	STP Department Elective Credit	The student will be able to: Apply the probabilistic and statistical processes to organize, analyze and present series of data, which allow to predict their behavior and support decision making.

MCL050	Educational Psychology	EDP Department Elective	The student will be able to: Understand the theoretical bases and models of educational psychology, as well as its nature, scope and applications, for the solution of problems related to teaching-learning processes and the transformation of educational practices.
MCL046	Motivation and Emotion	PSY Department Elective Credit	The student will be able to: Identify the theoretical foundations in the study of the processes of motivation and emotion for its application in the educational, labor, health and sports fields.
PL2402	Personality Theories	PSY Department Elective Credit (Social & Behavioral Sciences) + PSY Department Elective Credit	The student will be able to: Differentiate the theoretical and empirical bases underlying personality psychology, considering the main theories.
MCL056	Psychology of Adulthood and Old Age	PSY Department Elective Credit	The student will be able to: Detect biopsychosocial changes in adulthood and old age, through the assessment of psychological functions with various instruments, for the realization of prevention and intervention actions that promote people's quality of life.
PL2502	Face-to-Face and Digital Psychometry	PSY Department Elective Credit	The student will be able to: Understand the different psychometric tests applied in person and online, for the analysis and interpretation of results in the different areas of psychology, following the ethical rules for their management.
MCL051	Infant Development Psychology	PSY Department Elective Credit (Social & Behavioral Sciences)+ PSY Department Elective Credit	The student will be able to: Understand the evolutionary stages of the infant, the affective factors and the different problems they are going through for the analysis of the impact on their psychosocial relationships with the family and peers.
MCL053	Adolescent Psychology		The student will be able to: Understand the evolutionary stages of the adolescent, the erotic-affective factors and the different problems they are going through, in order to analyze the impact on their psychosocial relationships with the family and peers.
MCL047	Learning and Memory	PSY Department Elective	The student will be able to: Compare the various existing psychological theories, in order to study the process of acquiring knowledge and skills in the human being, as well as for the retention of information.
MCL086	Methodology for Scientific Research	PSY Department Elective Credit	The student will be able to: Produce scientific research based on the knowledge of the method, the processes, and the research techniques for the resolution of problems, as well as for the preparation of the corresponding reports.
PL2501	Psychopathology	PSY Department Elective Credit	The student will be able to: Identify the particularities of the different models that address psychopathology, in order to recognize the alterations of the basic psychological processes that support the pathological behaviors, as well as their treatment.
PL2602	Clinical Psychology	PSY Department Elective Credit	The student will be able to: Identify the different orientations of clinical psychology and their areas of application, for the evaluation and planning of intervention actions in the clinical and health field.
MCL048	Thought and Language	PSY Department Elective Credit	The student will be able to: Analyze the theories of cognitive and linguistic development and the relationship of thought and language in the configuration of concepts, reasoning and emotions, to explain the emergence of new trends in the study of thought.
MCL054	Data analysis on Social Research	PSY Department Elective Credit	The student will be able to: Apply techniques of predictive analysis of statistical data on social research for decision making in the field of the study of human behavior.
PL2601	Alterations of Human Behavior	PSY Department Elective Credit	The student will be able to: Analyze the results and statistics obtained in the classification and diagnosis systems, for the establishment of the treatment and monitoring in each of the different disorders.
MCL052	Interview Theory and Technique	PSY Department Elective Credit	The student will be able to: Apply effective interviews through the use of questionnaires, techniques and tools to obtain relevant information and for specific purposes, integrating a report with different purposes.
MCL058	New Integrative Teaching Strategies	General Elective Credit	The student will be able to: Design didactic strategies in processes of personal, group and institutional interactions, for the development of educational intervention projects that promote understanding and contribute to the development of skills.
PL2802	Analysis and Valuation of Positions	MGT Department Elective	The student will be able to: Determine the elements and stages of the process of analysis and valuation of positions, for the assurance of internal labor equity and the improvement in the performance and labor competitiveness of the organization.
MCL061	Educational Inclusion and Attention to Diversity	General Elective Credit	The student will be able to: Apply the educational policies in the inclusion of people with different capacities and special educational needs for the diagnosis and development of intervention projects and curricular adjustments.
MCL055	Organizational Psychology	PSY Department Elective Credit	The student will be able to: Analyze the role of organizational psychology in the formation and development of human capital, as well as the intervention in internal processes for the improvement of the work environment and the quality of life at work.
PL2003	Models of Psychological Intervention	PSY Department Elective Credit	The student will be able to: Compare the main techniques and models most used in psychotherapy for the identification of their characteristics, importance and application by the therapist.
PL2803	Psychological Evaluation	PSY Department Elective Credit	The student will be able to: Contrast various types of models, techniques and psychological evaluation tests for application in different conditions, problems and/or areas with children, adolescents.
PL2701	Sexuality and Gender	PSY Department Elective Credit	The student will be able to: Promote informed attitudes towards the
PL2001	Social Psychology and Group Dynamics	PSY Department Elective Credit (Social & Behavioral Sciences) + PSY Department Elective Credit	The student will be able to: Analyze psychosocial phenomena based on the methods, concepts and theories of social psychology and collective behavior, in order to understand the interaction of the person with their environment.
PL2004	Attraction and Selection of Human Talent	MGT Department Elective	The student will be able to: Structure a program of attraction and selection of human talent, for the fulfillment of the requirements of profiles in the different areas of organizations.
PL2112	Brief Psychotherapy and Crisis Intervention	PSY Department Elective Credit	The student will be able to: Evaluate the techniques in brief psychotherapy and problem solving for the elaboration of crisis intervention plans for specific situations and their treatment.
MCL063	Psycho Pedagogical Intervention	EDP Department Elective Credit	The student will be able to: Design the psychopedagogical intervention aimed at individuals and groups with generalized developmental disorders and language disorders, for their social and



PL2801	Diagnostic Integration	PSY Department Elective Credit	<i>The student will be able to: Identify the elements that integrate a diagnosis of psychological behaviors and processes and the intervention required, in order to integrate the case in a documented way.</i>
PL2002	Psychological Evaluation of Organizations	PSY Department Elective Credit	The student will be able to: Generate a report of results associated with the psychological evaluation exploring work environment and competencies, intelligence, skills and personality, for the determination of <u>intervention strategies that allow improving organizational health.</u>
PL2121	Integral Cases in Psychology	PSY Department Elective Credit	The student will be able to: Evaluate cases of individuals with different problems, in order to diagnose and the determinate their treatment <u>based on the opinion of the expert supervisor.</u>
MCL064	Training and Development of Human Talent	MGT Department Elective	The student will be able to: Apply the phases of the process of training and development of human talent in the organization, within the current legal framework, to achieve organizational objectives and increase <u>labor productivity.</u>
PL2111	Family and Couple Dynamics	FAS Department Elective Credit	The student will be able to: Apply the intervention techniques in a family and/or couple dynamics, to propose possible solutions to <u>communication and interrelation problems.</u>
PL2122	Psychology Seminar	General Elective Credit	The student will be able to: Review the knowledge, skills and attitudes, at a professional and personal level, as a result of his/her university <u>education, to start working effectively.</u>
MCL020	Entrepreneurship and Innovation	ENT Department Elective Credit	The student will be able to: Review the different entrepreneurial options on the basis of the existence of innovative ideas that allow the selection of a type of business model.
PL2113	Psychological Intervention in the Organization	PSY Department Elective Credit	The student will be able to: Formulate psychological intervention techniques in the organizational field, to diagnose their performance <u>and organizational climate, assessing the scope and results.</u>