

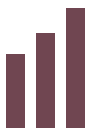
## MASTER'S DEGREE in BUSINESS ADMINISTRATION DUAL ITESO-REGIS DEGREE OPTION



The Master's Degree in Business Administration, in the dual-degree modality with Regis University, offers all the advantages of the traditional face-to-face program plus an international and bilingual education for our students. They learn U.S. business culture in a program steeped in a venerable educational tradition, to form executives with a broad vision and international credentials.

### THIS PROGRAM IS FOR YOU IF:

- ✦ You are a professional, executive and/or entrepreneur with a vision that extends beyond the borders of Mexico. This program strengthens your competencies for diagnosing problems and proposing solutions in organizations that work at the international level.
- ✦ You have solid English-language skills and you wish to earn a degree from a U.S. university.
- ✦ You are a professional with the vision and skills needed to lead business projects, or to become a better executive, consultant or analyst in the international business sector.



**This program offers a robust balance between professional formation, the quest for best practices, and the development of a civic spirit that enables you to implement innovative solutions in a setting that incorporates two cultures: American and Mexican. It meets real professional and social needs, and fosters the construction of better bilateral relations between the United States and Mexico.**

### STUDY MBA DUAL DEGREE ITESO-REGIS

- ✦ You study in a program that offers the possibility of a dual-degree. Graduates can earn a Master's Degree in Business Administration from ITESO, and a Master of Business Administration from Regis University, located in Denver, Colorado, USA.
- ✦ The dual MBA ITESO-REGIS University degree includes both face-to-face and online courses taught by professors and researchers from both universities.
- ✦ The degree program has 3 specialization areas to choose from: Strategy, Operations, and Marketing.

#### Contact Information:

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Graduate School Admissions Office  
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MASTER'S DEGREE in  
**BUSINESS ADMINISTRATION**  
**DUAL ITESO-REGIS DEGREE OPTION**



**Basic area  
 (required subjects):**

**Research, Development, and Innovation  
 area (courses required  
 for graduation):**

**First stage, taught face-to-face  
 at ITESO**  
**Second stage, taught online  
 from Regis University**

The Capstone course is equivalent to  
 IDI 3 and 4 from ITESO (Research,  
 Development, and Innovation Area, in  
 its initials in Spanish).

<p><b>Term 1</b> - taught at ITESO                  Basic area ITESO                  Basic area ITESO                  Research, Development, and Innovation I</p>	<p><b>Term 2</b> - taught at ITESO                  Basic area ITESO                  Basic area ITESO                  Research, Development, and Innovation 2</p>
<p><b>Term 3</b> - taught online from Regis                  Regis 1 Required                  Regis 2 Required</p>	<p><b>Term 4</b> - taught online from Regis                  Regis 3 Required                  Regis 4 Required</p>
<p><b>Term 5</b> - taught online from Regis                  Regis 5 Elective                  Regis 6 Elective                  (depending on the area of specialization)</p>	<p><b>Term 6</b>                  Required Capstone</p>

**! A Regis course consists of 8 weeks per period,  
 6 periods a year and in each period students are  
 expected to enroll in only one course.**

**REQUIRED ROUTE  
 (DD Marketing)**

**REQUIRED ROUTE  
 (DD Operations)**

**REQUIRED ROUTE  
 (DD Strategy)**

REGIS REQUIRE (take five courses)	REGIS ELECTIVES (elect two courses)
Ethical and Legal Environment of Business	International Marketing
The Economics of Management	Seminar in Marketing
Marketing Management	Market Research
Marketing Strategy	Digital Marketing and Promotion
Business Platforms (Capstone)	Product Management

REGIS REQUIRE (take five courses)	REGIS ELECTIVES (elect two courses)
Ethical and Legal Environment of Business	Sustainable Operations
The Economics of Management	Leading Projects in Contemporary Organizations
Operations Management	Management of Project Performance
Innovation in Operations Management	Emerging Technologies
Business Platforms (Capstone)	Supply Chain Management

REGIS REQUIRE (take six courses)	REGIS ELECTIVES (elect one course)
Ethical and Legal Environment of Business	Leadership: Explored & Applied
The Economics of Management	Professional Communications
Strategy Formulation	Power and Politics
Strategy Implementation and Management	The History and Theory of Management
Managing Change	Finance for Strategic Managers
Business Platforms (Capstone)	Seminar in Strategic Management

The subjects in this study plan are subject to constant updating and changes can be made to their order or content.

Recognition of Official Validity of Studies (RVOE) by the Ministry of Public Education as set forth in Ministerial Agreement No. 15018, published in the Official Journal of the Federation on November 29, 1976.

The ITESO-Regis agreement has been valid since 2008.

**Program coordinator:** | **Mtro. Luis Eduardo Vallejo Narváez**  
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