



MASTER'S DEGREE in APPLIED INFORMATICS, ITESO

This program trains professionals in information technology management, professionals who identify the potential of different technologies and integrate them successfully into organizations in order to attain a competitive advantage through the improvement of their products, processes and services.

THIS PROGRAM IS FOR YOU:

- Graduates with degrees in technology who wish to complement their education with administrative knowledge.
- Graduates with business degrees who wish to develop a comprehensive and strategic vision, combining technical and business expertise in the search for competitiveness within companies and organizations.
- Professionals who have worked in the development, research, administration, consulting and teaching of information technologies, in any sector of the economy (industry, commerce, services, the social sector and the government).



This program offers a healthy balance between professional updating, research, and innovation. It is consistent with social needs and responds to the challenges of the local and global environments.

REASONS TO STUDY AT ITESO:

- You contribute to the innovation of information technologies by implementing improvement processes in companies and organizations. You undertake an academic program that considers technological aspects as well as fundamental ethical and humanistic principles. You get the opportunity to start up your own company through different ITESO programs, such as the consulting and competitive intelligence center, and the ITESO business incubator.
- You work with research professors with extensive experience in the application of informatics in industry, who advise you through real-case scenarios that are relevant to the start-up of your project or company. You develop a final project that is oriented toward the solution of real-world problems for various organizations in Western Mexico.

Contact Information:

ITESO, Jesuit University of Guadalajara
Graduate School Admissions Office
(33) 3669 3569 / 01 800 364 2900
posgrados@iteso.mx
posgrados.iteso.mx
iteso.mx



In this degree program you work on your final project in each course, so that you are ready to present your professional exam and obtain your degree.

**STUDY
PLAN**

Fundamentals:

Four required courses

Project management
Economics, industry, and strategy
Business process management
Managerial information systems

Electives:

Choose four courses from this curricular program or from any ITESO graduate program, depending on your personal project and in coordination with your academic advisor.

Informatics
Organizational data bases
Information service management
Technological and IT planning
Advanced data bases
Cloud applications and services

! Examples of courses from other degree programs:

Business

Financial decisions
Process management for organizational change

Marketing

Marketing management
Consumer behavior

Quality

Sustainable quality management
Statistical record keeping for quality

Research, Development, and Innovation (final project):

Four required RDIs.

RDI 1: Research, Development, and Innovation 1/ Define topic or problem
RDI 2: Research, Development, and Innovation 2/ Design project
RDI 3: Research, Development, and Innovation 3/ Develop project
RDI 4: Research, Development, and Innovation 4/ Develop and complete project

! **Total: 8 courses plus 4 Research, Development, and Innovation seminars = 80 credits in two years following the suggested route.**

**SUGGESTED
ROUTE**

Term 1

Managerial information systems
Economics, industry, and strategy
Research, Development, and Innovation 1

By combining courses from different ITESO graduate programs, or from the Jesuit University Network, you can design your own curricular route—in conjunction with your advisor—to strengthen different specialization areas of your interest.

Term 2

Business process management
Elective
Research, Development, and Innovation 2

**Program
Coordinator:**

**Mtro. Víctor Hugo Ortega Guzmán
Tel. (33) 3669 3517
vortega@iteso.mx**

Term 3

Project management
Elective
Research, Development, and Innovation 3

The courses in this study plan are subject to constant updating, and there may be modifications in their order or content.

Term 4

Elective
Elective
Research, Development, and Innovation 4

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.

