

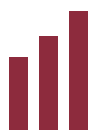


MASTER of BUSINESS ADMINISTRATION (MBA) ITESO

This degree offers professional formation for business executives who are interested in improving the development and competitiveness of their organizations. It promotes entrepreneurial attitudes, healthy and critical thinking, a permanent quest for solutions, and the adoption of the best market practices.

THIS PROGRAM IS FOR YOU:

- Professionalists and entrepreneurs interested in diagnosing their company's current situation, increasing their managerial capacity, and setting a strategic direction for their organization.
- Professionalists with the abilities and the vision to lead business projects, become better executives, or consultants and analysts in the field of business.



This program offers a healthy balance between professional training, a search for best practices, and the development of critical thinking, which allows for the implementation of innovative solutions. It is consistent with professional and social needs, addressing and responding to the challenges of local and global environments.

REASONS TO STUDY AT ITESO:

- You develop a systemic vision that allows you to design and implement innovative solutions as a result of combining the human factor and the optimal management of technological, organizational, monetary, and physical resources; from a human and ethical perspective.
- MBA from ITESO. Graduate program with 17 years of experience. Emphasis on four areas of management: Finances, International Business, Innovation, and Competitiveness-Quality.
- The fifth option of this program is the dual degree modality. It includes an MBA from ITESO and another one from Regis University in Denver, Colorado, USA.
- The dual degree MBA from ITESO-Regis University includes face-to-face and online courses with professors and researchers from both universities.

Contact Information:

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**STUDY
PLAN**

Fundamentals:

Four required subjects

Electives:

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

Research, Development, and Innovation Area, to obtain the degree:

Four required RDIs.



You can design your curricular route and strengthen different specialization areas by combining courses from different ITESO graduate programs.

Financial decisions
Marketing management
Economy, industry, and strategy
Process management for organizational change

Financial Area

Administration, management, and evaluation of investment projects
Complexity and unpredictability in finances
Corporate finance
Finance in the global environment

Area of Innovation

Innovation management and the sustainable development of companies
Innovation, opportunity, and entrepreneurship
Organizational knowledge, learning, and change
Product, dynamics, and development

Area of International Business

International economics
Global business opportunities
Management of interculturalism
Supply chain management

Area of Competitiveness-Quality

Sustainable quality management
Integrated management systems
Techniques and tools for quality management
Customers and quality service
Lean-Six Sigma

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: 9 courses plus 4 Research, Development, and Innovation seminars = 88 credits in two years following the suggested route.

**SUGGESTED
ROUTE**

Term 1

Process management for organizational change
Marketing management
Research, Development, and Innovation 1

Term 2

Economy, industry, and strategy
Financial decisions
Research, Development, and Innovation 2

Term 3 (summer course)

Elective

Term 4

Elective
Elective
Research, Development, and Innovation 3

Term 5

Elective
Elective
Research, Development and Innovation 4

**Program
coordinator:**

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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.



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