

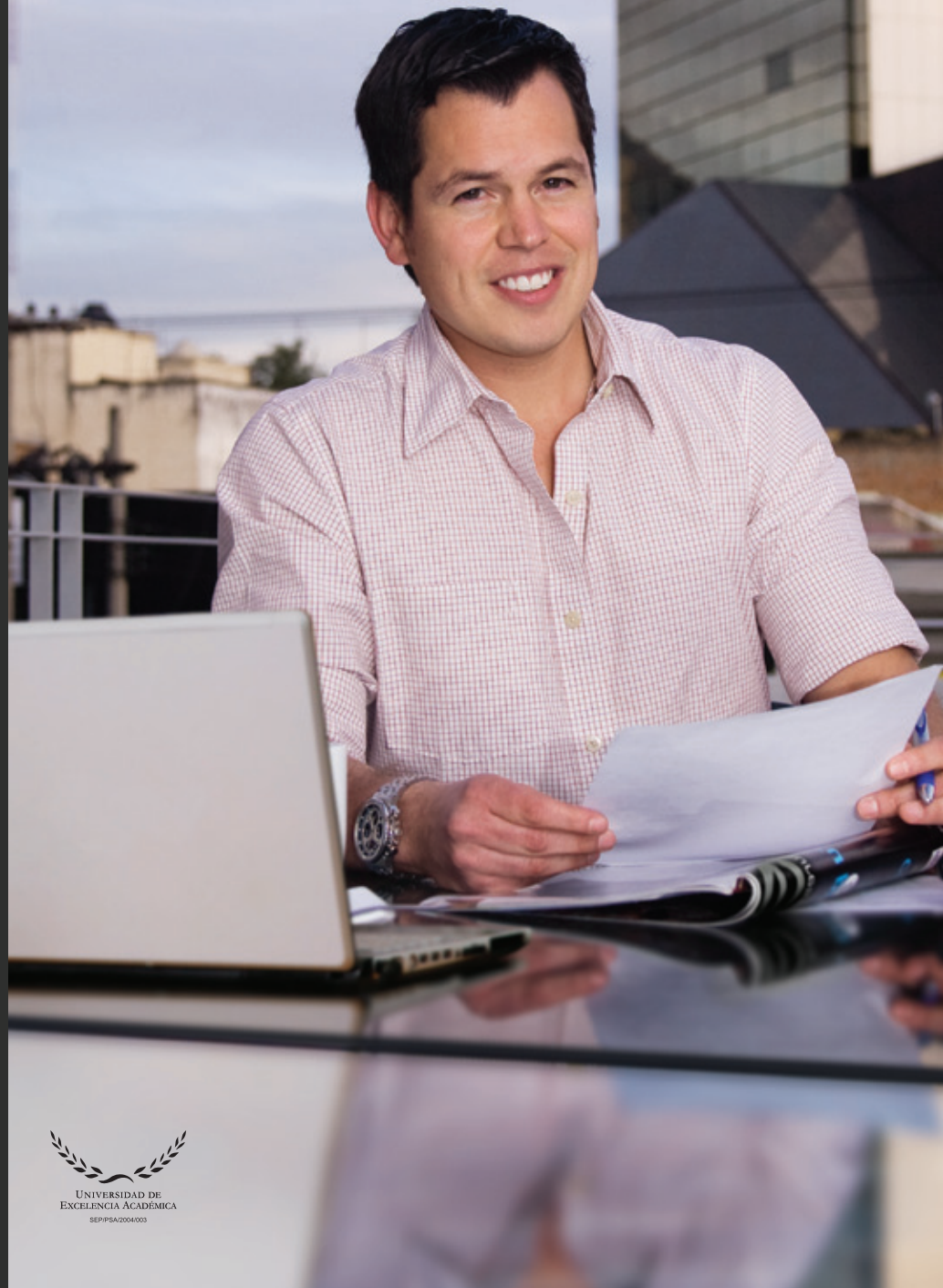
GLOBAL MBA

in EMERGING
MARKETS

ONLINE - MULTICULTURAL
BILINGUAL - SUMMER VISIT



ITESO
Universidad Jesuita
de Guadalajara



UNIVERSIDAD DE
EXCELENCIA ACADÉMICA
SE/PI/SA/2004/003

The MBA in EMERGING MARKETS IN A GLOBAL ECONOMY

This is the first online, bilingual, intercultural graduate business program in Latin America especially designed to develop successful entrepreneurial and business skills for emerging markets. The program also covers innovative strategies to enter and expand operations in developed markets. Economists and business experts agree that emerging economies such as China, Brazil, Russia, India and many others, are reshaping globalization and renewing horizons for the world economy.

New Skills FOR NEW MARKETS

The MBA in Emerging Markets will enable you to:

- ❖ Analyze and target the most promising emerging and international markets for your company.
- ❖ Recognize business opportunities and assess risks of international and emerging markets.
- ❖ Shape effective business strategies for internationalization.
- ❖ Craft powerful business models, innovation and organizational change to support competitive strategies.
- ❖ Renew your leadership and managerial skills for the new economy.



ITESO University and REGIS University

Regis and ITESO have created a joint MBA to prepare Latin American and U.S. Latino executives/entrepreneurs for the rising opportunities of emerging economies around the world. Many future economic opportunities will depend on innovative economic policies and creative business strategies that unravel the challenges associated with emerging firms and markets in the global economy.

ITESO, the Jesuit University of Guadalajara, founded in 1957, and Regis University of Denver, founded in 1877, belong to the world's network of Jesuit educational institutions, with a 450-year-old tradition of developing leaders in all fields of the arts and sciences.

DISCOVER STATE-OF-THE-ART ONLINE EXECUTIVE EDUCATION WITH SUMMER VISITS

The Regis-ITESO MBA degree has been customized to fit your educational needs and lifestyle. With the help of video, audio and reading materials, you will be led step-by-step through the learning process and coursework and summer visits.

Online learning benefits include:

- ❖ Dynamic interaction with students and professors from both campus in Regis and ITESO.
- ❖ Same degree as on-campus education.
- ❖ 24/7 learning.
- ❖ Networking with international students.

THIS PROGRAM IS FOR YOU



This program has been designed for entrepreneurs, business people and executives from Latin America and the US Latino business communities who are looking for business opportunities and managerial careers in the global economy.

REQUIREMENTS

- ❖ An undergraduate degree.
- ❖ Bilingual English-Spanish skills.
- ❖ Admission interview.
- ❖ Admissions Essay, Letters of Recommendation and transcripts.
- ❖ Two years of management experience (recommended).

NEW MANAGERIAL AND ENTREPRENEURIAL OPPORTUNITIES



Your MBA in emerging markets will allow you to get executive positions in the fields of operations, marketing, finance, human resources, logistics, international trade and technology in Latin American and multi-national companies targeting emerging economies.

You can also choose a career in business consulting and research on emerging economies, or become an innovative entrepreneur doing successful business in international markets and high-growth countries.

GOOD REASONS TO GET THE EMERGING MARKETS MBA DEGREE AT REGIS-ITESO

- ❖ Enjoy the flexibility of online quality education, with summer visits to both universities.
- ❖ Get a joint degree from two prestigious international universities.
- ❖ Make connections and enjoy sharing classes with successful Latin American and US Latino executives and entrepreneurs.
- ❖ Improve your business language skills in English and Spanish.
- ❖ Improve your executive and international skills with a multicultural faculty.
- ❖ Take optional summer sessions in Denver, USA and Guadalajara, Mexico.
- ❖ Be part of Regis University: ranked among the best universities of the Western United States for 15 consecutive years, recognized national leader in online adult education, and accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools.
- ❖ Be part of ITESO University recognized as “Universidad de Excelencia Académica” by Secretaría de Educación Pública, Consejo Nacional de Ciencia y Tecnología (Conacyt), y la Sociedad Mexicana para la Divulgación de la Ciencia y la Técnica (Somedicyt). Ranked among the best MBA programs of Mexico and Latin America by the prestigious business magazines *Expansión* (Mexico) and *América Economía* (Chile).



PETER BEMSKI, Ph.D.

Ph.D. University of Colorado, Educational Leadership and Innovation; MA, Boston College, English Literature; BA, University of Colorado, English Literature. Extensive international experience teaching and presenting in Brazil, China and other countries. Strong background in organizational administration in for-profit and non-profit sectors.

JOSÉ DELACERDA, Ph.D.

Ph.D. in Organizations, Benedictine University, MA, Michigan State University. Scholar-practitioner with deep knowledge in large-scale organizational re-design, business process reengineering, strategic change, quality management systems and managerial development. Extensive executive and consulting experience in higher education, manufacturing and government. Dr. Delacerda has published several books and academic articles in Latin American countries.

FRANCISCO NÚÑEZ DE LA PEÑA, Ph.D.

MA in Management, ITESM, Mexico. Deep experience in high-level management in the public and private sectors. Director of the macroeconomic and political analysis for the second largest bank in Mexico, and conducted an economic research team for Bank of Mexico.

PATRICIA POCOVI GARZON, Ph.D.

Ph.D. in Educational Innovation, ITESM, Mexico; Master of Education, The American University, Washington. Associate Professor. Research and interest areas: TIC applications on education, social marketing, consumer behavior and fair trade. Spanish tutor (University of York / Selby College, England).

LUKA POWANGA, Ph.D.

Ph.D. in Mineral Economics and Finance, Colorado School of Mines and Denver University; MSC in Mineral Economics, Colorado School of Mines; MS in Computer and Information Technology, Regis University; BSC in Metallurgy and Mineral Processing, University of Zambia. Extensive senior management level experience, author and public speaker.

GREGORY J. BENZMILLER, ABD

Doctoral Studies in International Political and Economic Analysis, National Technology Policy and International Technology Transfer, Joseph Korbel School of International Studies, Denver University; MBA, International Business Regis University; BA Humanities & History, St. Johns University.

KATHLEEN M. DUDEK, ABD

ABD in Human Communications, University of Denver; MA, and BS in Business Administration and Economics, Regis University. Profound executive level leadership experience in both Operations and Sales. Recognized in numerous occasions for outstanding leadership performance.

ANGEL SAMANIEGO, ABD

ABD in Business Studies with a specialization in Mathematics Applied to Finance, University of Barcelona, Spain; MA in Finance, Pompeu Fabra University, Spain. Vast experience in the banking and finance sector. He has published a number of articles in specialized journals on financial research, investment portfolios and behavioral finance.

ANGELA BROWN, MBA, CPA

Ph.D. candidate in Human Science, Saybrook University; MBA, elective courses in Adult Education, Northern Illinois University; BS Business Administration: Accounting, Cum Laude, University of Missouri-St. Louis. Excellence in Teaching Award, Regis University SPS-Graduate Programs, (2006).

GUSTAVO GUILLEMIN, MS

Ph.D candidate in Business, UNAM, Mexico; M.S in Electronics, UAG, Mexico-Stanford, USA; B.S in Electronic Engineering, ITESO, Mexico; Supply Chain & Manufacturing Experience at HP, professor in the MBA and EE Master degree programs and other short courses for the Project Management class and Product Development.

ANGELA L. ELLIS, MBA, CPA

MBA, elective courses in Adult Education, Northern Illinois University; B.S in Business Administration: Accounting, Cum Laude, University of Missouri-St. Louis. Excellence in Teaching Award, Regis SPS Graduate Programs; and academic Advisor for graduate Finance and Accounting Emphasis MBA students, CPA in Residence Program, Coordinator.

OLIVIA REINOSA, MA

Master in Global Marketing, ITESO, Mexico; BA in Management and Finances, Panamerican University, Mexico; Author of "International Trade: A View from Mexico" (2007). Business Consultant in management, marketing, organizational development and entrepreneurship. Areas of interest: Marketing, Social Marketing, Consumer Behavior and Management of Small and Medium Enterprises.



ACADEMIC PROGRAM AND COURSES*

AREA I. Environmental Competition Analysis

- ❖ Modern Business Firms
- ❖ Emerging Global Markets
- ❖ Strategy in Emerging Economies

AREA II. Strategic Management for Emerging and Global Markets

- ❖ Financial Strategy
- ❖ Marketing in Emerging Economies
- ❖ International Operations Management
- ❖ Strategic Human Resources

AREA III. Entrepreneurial Leadership for the New Economy

- ❖ Firm Growth Strategies
- ❖ Entrepreneurship and Innovation
- ❖ Leadership and Change Management
- ❖ Corporate Social Responsibility
- ❖ New Business Environments

* The courses will be both English and Spanish



INFORMATION



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