

# FINANCIAL TRADING ROOM



# BUSINESS

# CONTENTS

## ICONS



## WELCOME

### Model Tec21

 2

### Competencies that make you unique

 4

### Area of Business

 6

### Degrees

LCPF B. A. in Finance &amp; Accounting\*

 9

LDO B. A. in Human Resource Management\*

 14

LDE B. A. in Entrepreneurship\*

 19

LAET B. A. in Business Strategy and Transformation\*

 24

LAF B. A. in Finance\*

 29

LIT B. A. in Business Intelligence\*

 34

LEM B. A. in Marketing\*

 39

LIN B. A. in Business Intelligence\*

 44

BGB Bachelor in Global Business\*

 49

### Campuses where these degrees are offered

 55

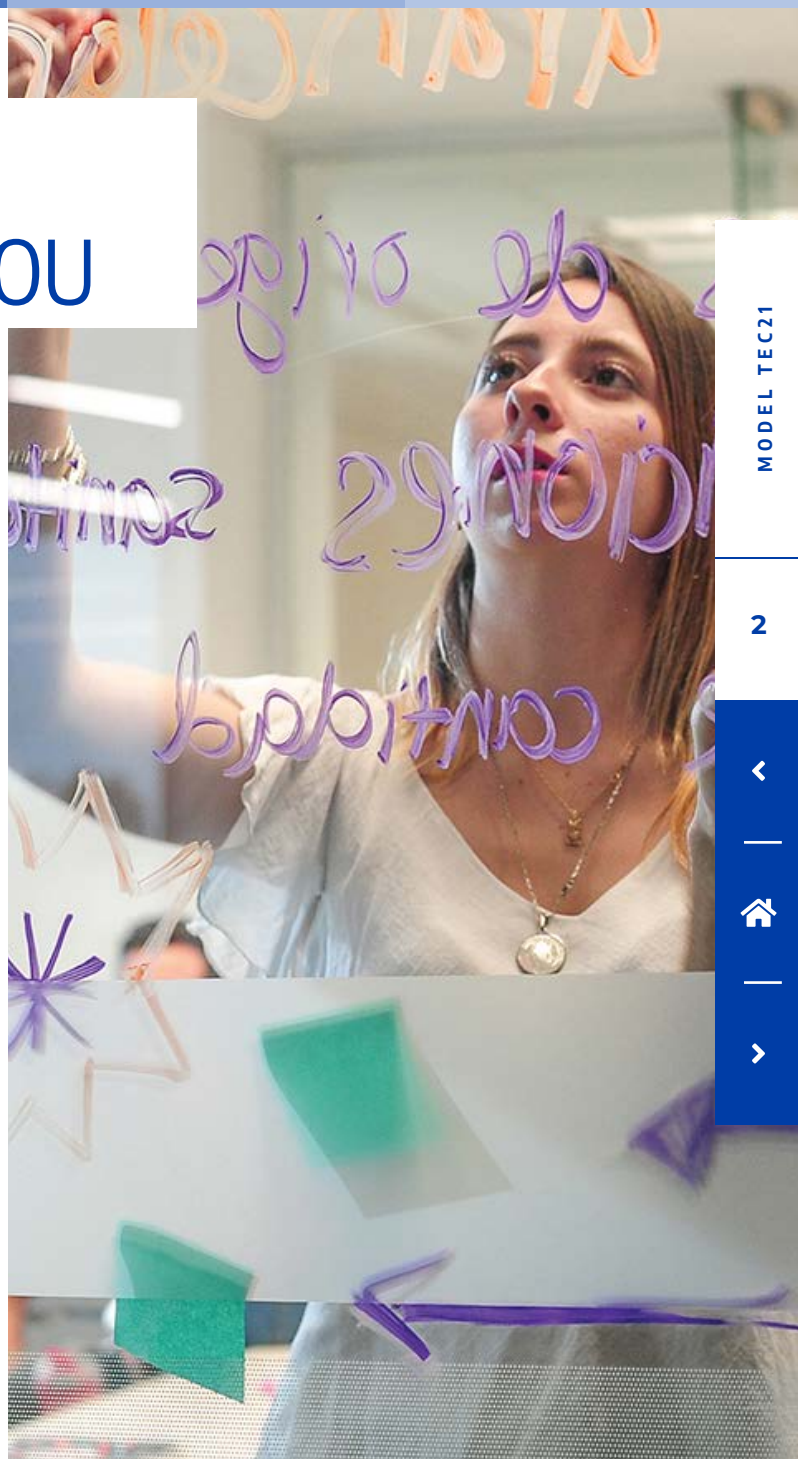
# MODEL TEC21 TEC CHALLENGES YOU

Our **challenge-based educational model** develops the competencies that will enable you to face up to the opportunities and challenges of the 21st century creatively and strategically.

With an education that will accompany you throughout your life, our aim is for you to be aware of the needs of the environment, acquire a systemic vision of problems and develop the capacity to solve them.

Right from the first semester, you will be participating in activities to develop your capacity to identify opportunities, find resources, take risks and recover from failure.

In addition, **the model empowers you** to make more decisions about your university studies as you progress, in order to **develop a unique profile**.





## WHAT IS A CHALLENGE?

A challenge is an opportunity to learn something new and reinforce what you already know. **To solve it, you need to apply yourself, investigate and interact in the “real world”.** You won't be on your own: you will have a set of personal and technological resources and tools, as well as the advice of faculty who will accompany you throughout the process. Its resolution implies a certain degree of difficulty and a duration that will awaken your interest and enthusiasm and produce a sense of achievement.



# COMPETENCIES THAT MAKE YOU UNIQUE

At Tecnológico de Monterrey, we have defined, after consulting leaders from diverse sectors and employers, seven competencies that all our students should possess. Regardless of which degree you are studying, the educational model anticipates that you will develop them through diverse challenges, courses and activities related to your university experience. They are:

1. **Self-knowledge and management**
2. **Innovative entrepreneurship**
3. **Social intelligence**
4. **Commitment to ethics and citizenship**
5. **Reasoning for complexity**
6. **Communication**
7. **Digital transformation**

These seven competencies, together with the **knowledge, skills, attitudes and values related to the area of Business and your degree**, will be your letter of introduction and your passport in the professional world.

## STEP-BY-STEP RECORD OF YOUR LEARNING

While you are at university, you will keep a record in your competency file of the degree of progress you have made and the supporting evidence. Taking responsibility for creating this file will, from this very moment, be extremely useful when you join the workforce.



## YOU USED TO CHOOSE A DEGREE, NOW YOU CHOOSE A PATH

Your curriculum will be a non-linear educational, dynamic and flexible experience. You will enjoy **more time and more elements** to know and mature your degree choice, as well as to **discover and capitalize all the opportunities** you have to personalize your degree program.

The model is comprised of **three stages** and, from the first semester, you will experience educational units (courses and blocks) that have clearly defined, individual and collaborative project- and task-oriented competency development objectives (knowledge, skills, attitudes and values). In the “blocks”, you will be tackling challenges connected to reality, working collaboratively with the support of a group of faculty who will guide your learning and, at the end, evaluate your competencies together with you and your peers.

These challenges, apart from being attractive, are comprehensive experiences, since they will drive you and your peers to observe reality, map situations, diagnose problems, reflect, dialogue and confront ideas on theories and techniques to solve these problems, while experiencing, designing and producing prototypes and solutions, within a reflective, applicative dynamic in which you can take risks and make mistakes and adjustments to achieve the objective.



- 3 Give a personal touch to your degree program through specialization within or outside your discipline.
- 2 Develop the competencies relevant to your degree through more focused courses and challenges.
- 1 Acquire the basic knowledge of your area, through courses and challenges related to degrees from the area of Business.

# BUSINESS LEADERSHIP TO CREATE AND SHARE VALUE

***If you thought that the rules of the game in the world of business have already been written, we challenge you to think critically about how your environment has changed radically in just a few years:***

Call a cab from your mobile phone, digital currency with no paper equivalent, compare without the need to go to a physical store, authentic online communities to find anything from financing to accommodation or driverless vehicles – they all form part of our new reality.

The incorporation of new technologies in every aspect of our daily lives has transformed and reinvented entire markets and industries at an unprecedented pace. Just look at sectors such as retail, where products know no borders and the consumer is at the center of value proposals; increased efficiency in the world of finance with the emergence of fintech companies; or how organizations have found in big data the answer to questions that had not even been formulated.



AREA

The world is very different than it was just five years ago: we live in an era of growing urbanization, hyperconnectivity, cultural diversity, greater life expectancy, but also greater sustainability, economic, social and environmental challenges. Industries change, consumers change, work systems change, the world changes. Being a part of Tec Business means acquiring the competencies that enable you not only to anticipate transformation, but also lead it, becoming the positive agent of change that our society demands in face of the challenges of the future.

Nourish your natural talent with a global vision within an ecosystem of entrepreneurship, innovation and strategic thinking. Become a leader capable of transforming environmental challenges into opportunities to generate value for organizations and societies.

**With Tec Business, there are no limits.**

## Conoce las carreras que conforman el área de Negocios

- LCPF** B. A. in Finance & Accounting
- LDO** B. A. in Human Resource Management
- LDE** B. A. in Entrepreneurship
- LAET** B. A. in Business Strategy and Transformation
- LAF** B. A. in Financial Management
- LIT** B. A. in Business Intelligence
- LEM** B. A. in Marketing
- LIN** B. A. in Business Intelligence
- BGB** Bachelor in Global Business



## LEARNING THROUGH TEC WEEKS

*TEC Weeks, an intensive pause for your comprehensive growth*

Every semester will be interspersed with Tec Weeks, specifically aimed at purposefully developing your competencies for life, such as social intelligence, commitment to ethics and citizenship, communication and entrepreneurship, among others. The better you know yourself, the more you will grow.



# Business: Current trends

## In 2030:



61 % of the world's population will be living in cities. There will be 38 megacities with over 10 million inhabitants.



995 million people will be over 65 years old. A fourth of them will be living in China.



Migration will represent more than half of the population increase in western Europe, Australasia and North America.

Source: Euromonitor



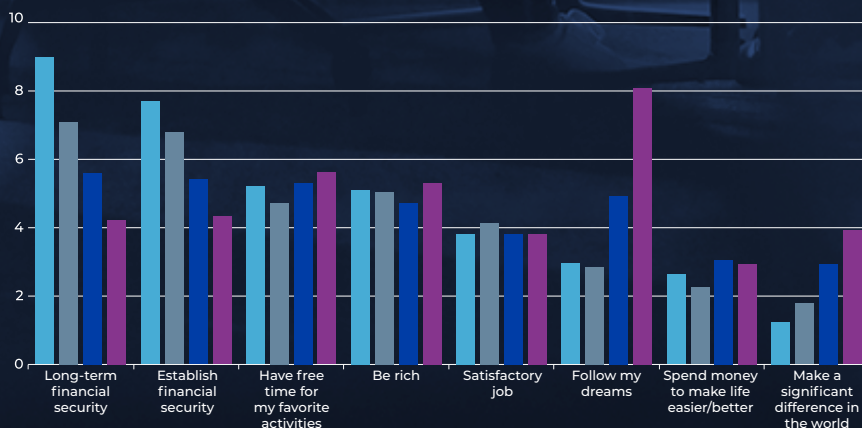
Internet users in 2018, equivalent to half of the global population.



of connected users say that they would feel lost without the internet.



of connected users say that they prefer online communication to any other media.



■ Baby Boomers ■ Generation X ■ Millennials ■ Generation Z



# LCPF

## B. A. IN FINANCE & ACCOUNTING

### Valuing strategy

All over the world, businesses are in constant transformation, generating new challenges in organizations. Facing them requires professionals who are capable of evaluating the opportunities to create value, guaranteeing financial health and sustainability, making financial, fiscal, administrative and risk-related recommendations, thereby fomenting corporate strategy.

**As a B. A. in Finance & Accounting, you will graduate from Tec de Monterrey with the following competencies:**

- Contribute to business decision making by generating, analyzing and interpreting financial and administrative information, in accordance with national and international legislation and the principles of the Professional Code of Ethics.
- Measure the value creation of strategic and operating decisions, using financial and non-financial criteria.
- Design the structure of the financial reporting process using technology and artificial intelligence applications.
- Appraise goods, services, projects, assets and companies objectively and reasonably (fair value), using state-of-the-art methodologies and complying with the Professional Code of Ethics.
- Contribute to value generation by fulfilling the organization's corporate responsibility regarding taxation, accounting, operating risk management and corporate governance, in accordance with the applicable regulations and best practices.

For further information, go to:



[tec.mx/lcpf](https://tec.mx/lcpf)

## WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

The educational model enables you to personalize your graduate profile. During the specialization stage, consider a focus based on your post-graduation plans. Tec offers you the means to achieve this through diverse concentrations.

## CAREER FIELD

These skills enable you to address the greatest financial reporting, finance and corporate governance challenges in organizations. On graduating, you will be able to work in:

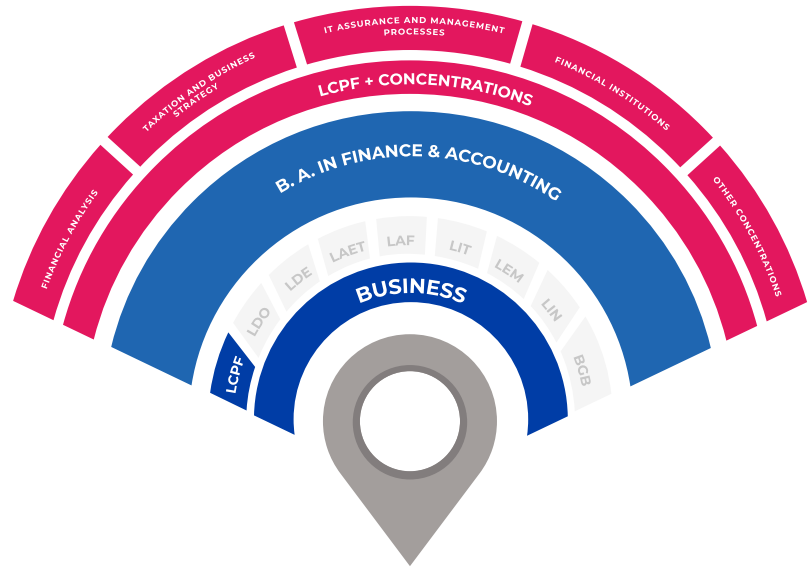
- Companies, social and public organizations
- International consulting firms in financial reporting services
- Independent consulting

## IS THIS RIGHT FOR YOU?

If you are inquisitive and analytical, like giving meaning to figures, data and information to discover and communicate business opportunities, using technology and collaborating with people, you're in the right place.

# CURRICULUM

## CHOOSE YOUR PATH



DEGREES

11

### What you need to know about each stage of your curriculum:

#### Exploration

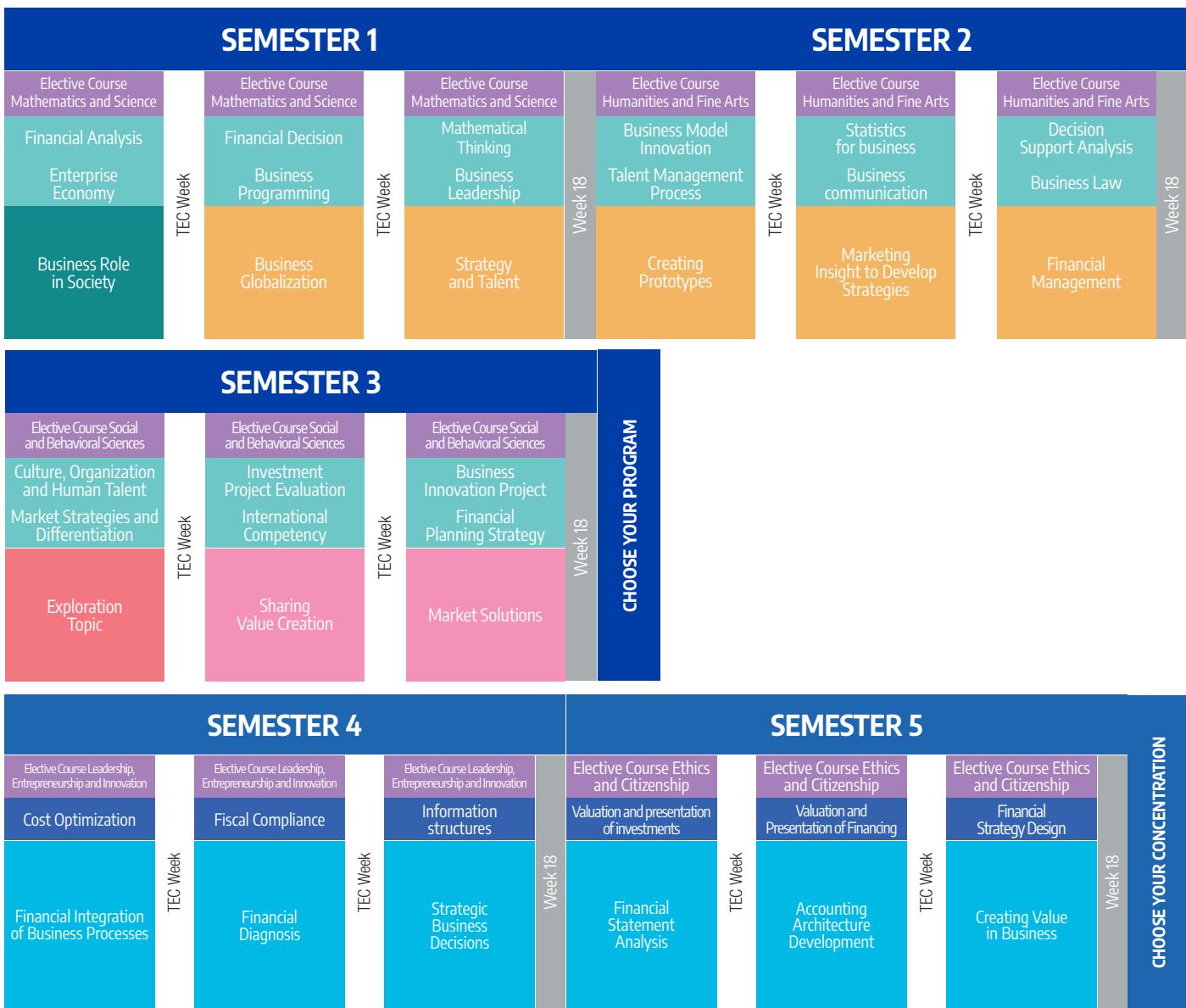
1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Business.
3. You will participate in fundamental and exploration challenges from the area of Business, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

#### Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
2. You will participate in more focused challenges to reinforce what you have learned and broaden your basic knowledge.
3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

#### Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.

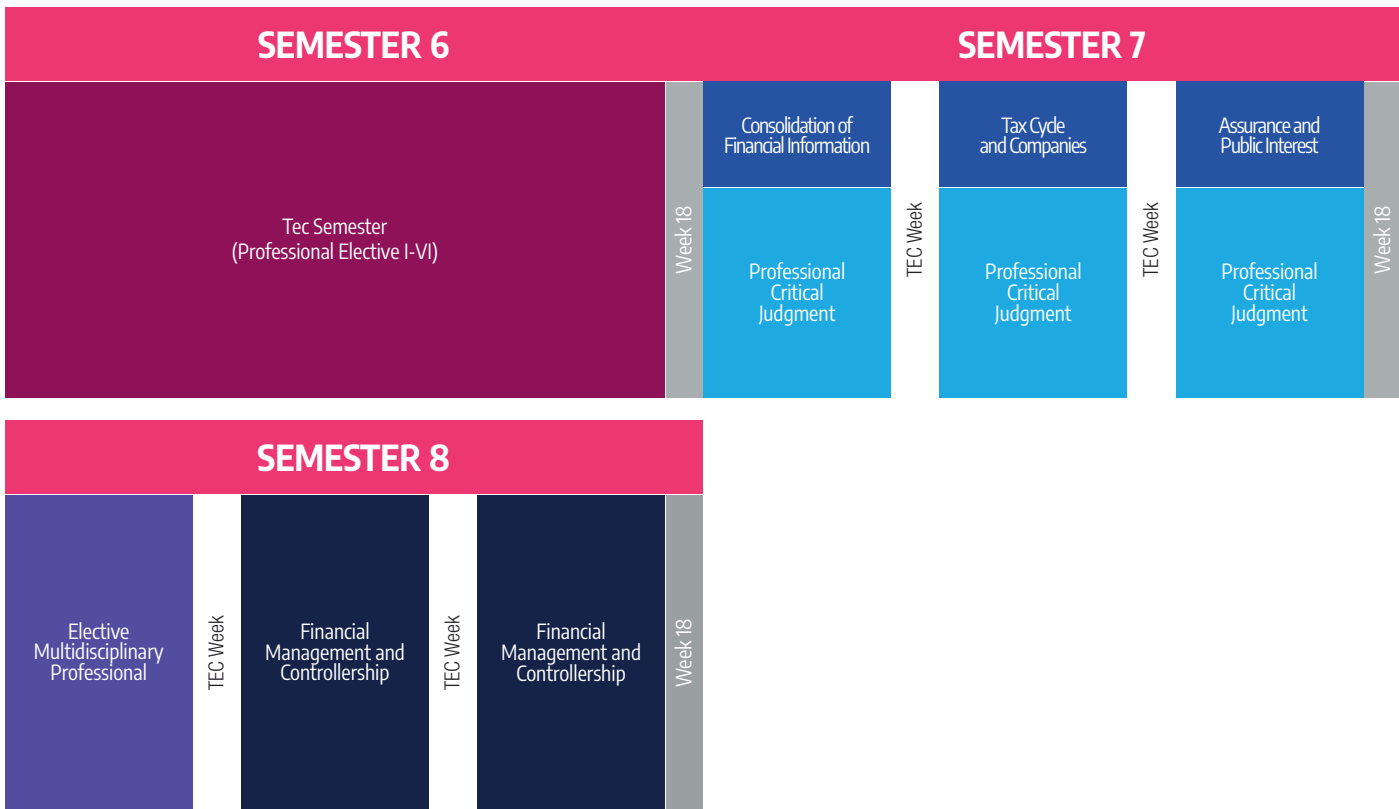


DEGREES

12



- General education course
- Area exploration course
- Introductory block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Optional block outside the area (CHALLENGE)
- Global area block (CHALLENGE)
- Disciplinary course
- Disciplinary block (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- TEC Semester
- Multi-disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



- General education course
- Optional block outside the area (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- Area exploration course
- Global area block (CHALLENGE)
- TEC Semester
- Introductory block (CHALLENGE)
- Disciplinary course
- Multi-disciplinary block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



# LDO

## B. A. IN HUMAN RESOURCE MANAGEMENT

### Empowering talent in the knowledge era

Human resources in the organizations of today are global, diverse and multigenerational and, consequently, require innovative, comprehensive attraction, empowerment and retention strategies. Therefore, your challenge as a Human Resource Manager will be to find these resources and integrate them into the different levels of responsibility in the organization, responding to their diverse objectives and, as a result, contributing to their growth and the creation of value for society.

### A B. A. in Human Resource Management will graduate from Tec de Monterrey with the following competencies:

- Optimize and innovate the processes linked to human resource management, aligned with the strategy of an organization, in terms of human resources decisions and in accordance with labor and fiscal regulations.
- Design work experiences that will allow a balancing between personal and organizational goals.
- Design human resource strategies using diverse qualitative and quantitative decision-making methodologies.
- Implement organizational learning and reinvention strategies, using methodologies for generating value in human resources.

## WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

The educational model enables you to personalize your graduate profile. During the specialization stage, consider a focus based on your post-graduation plans. Tec offers you the means to achieve this through diverse concentrations.

## CAREER FIELD

With these competencies, you will have the capacity to face up to the challenges of human resource management and cultural empowerment in organizations. On graduating, you will be able to participate in areas such as:

- Strategic human resource management
- Specialist in functional areas of human resources
- Specialist in generating work experiences
- Specialist in talent analytics
- Organizational development and change management
- Human resource management consultant

For further information, go to:



[tec.mx/ldo](https://tec.mx/ldo)

## IS THIS RIGHT FOR YOU?

If you are observant and analytical, have a true vocation for service, enjoy working with people and have the capacity to help them to reach their full potential, this could be your ideal degree.



# CURRICULUM

## CHOOSE YOUR PATH



DEGREES

### What you need to know about each stage of your curriculum:

#### Exploration

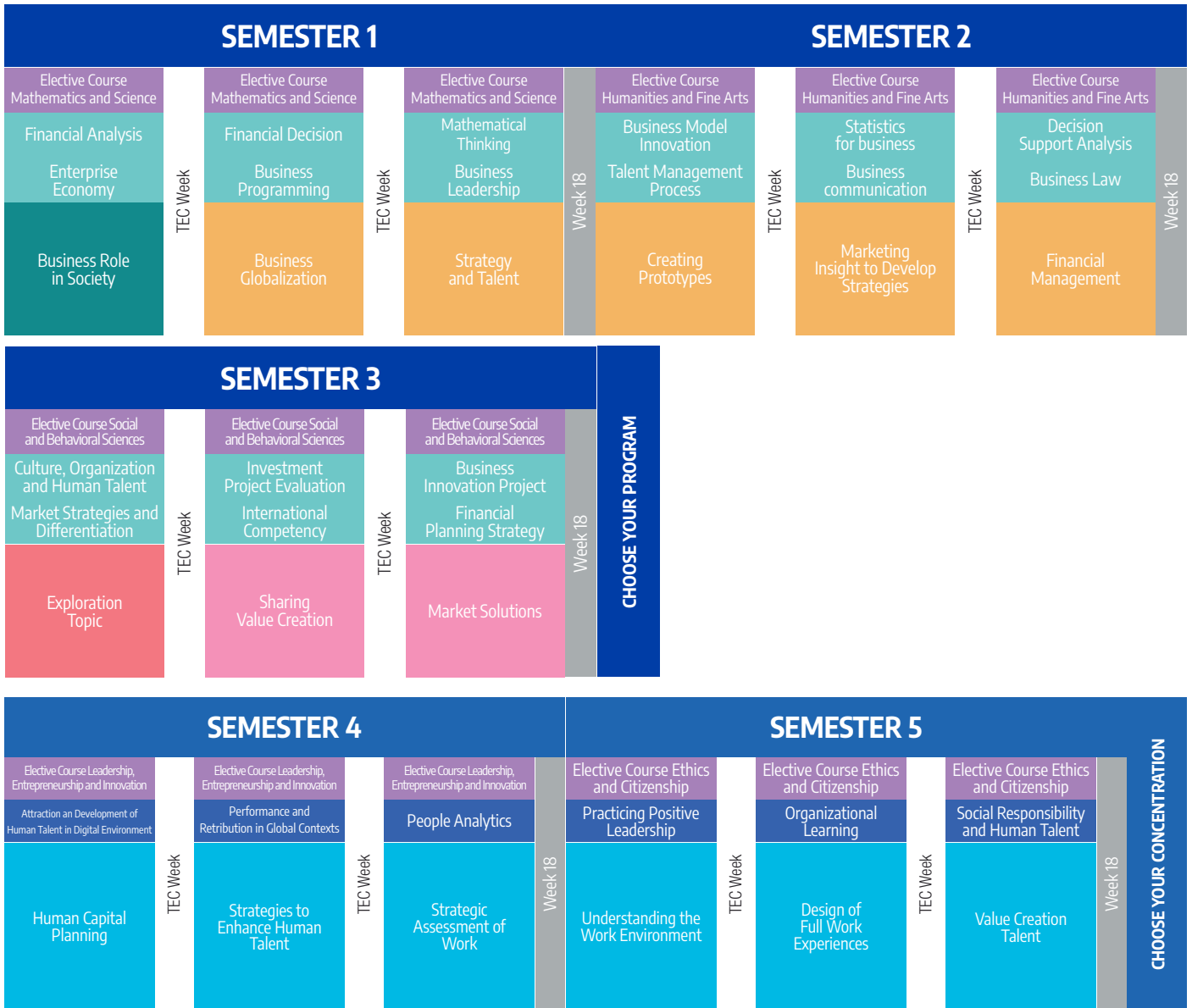
1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Business.
3. You will participate in fundamental and exploration challenges from the area of Business, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

#### Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
2. You will participate in more focused challenges to reinforce what you have learned and broaden your basic knowledge.
3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

#### Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.



DEGREES

17



- General education course
- Area exploration course
- Introductory block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Optional block outside the area (CHALLENGE)
- Global area block (CHALLENGE)
- Disciplinary course
- Disciplinary block (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- TEC Semester
- Multi-disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



- General education course
- Optional block outside the area (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- Area exploration course
- Global area block (CHALLENGE)
- TEC Semester
- Introductory block (CHALLENGE)
- Disciplinary course
- Multi-disciplinary block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



# LDE

## B. A. IN ENTREPRENEURSHIP

### When opportunities and entrepreneurs meet, magic happens

In a world in which the gap between what can be imagined and what can be done is becoming increasingly narrower, selecting a business model that maximizes value for society, the environment and the economy is crucial. As a BA in Entrepreneurship, you will develop a global outlook that will allow you to detect opportunities and put your ideas into practice to generate value.

### **A B. A. in Entrepreneurship will graduate from Tec de Monterrey with the following competencies:**

- Develop high-potential entrepreneurial initiatives through a formal, systemic innovation process.
- Implement technology-based business solutions that generate economic, social and environmental value.
- Obtain the appropriate financial resources for a company's lifecycle.
- Configure the creation of a new business initiative in the family-business context, through formal innovation processes.
- Incorporate human resources consistent with the needs of an entrepreneurial project.
- Communicate their entrepreneurial project effectively to diverse stakeholders.

## WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

The educational model enables you to personalize your graduate profile. During the specialization stage, consider a focus based on your post-graduation plans. Tec offers you the means to achieve this through diverse concentrations.

## CAREER FIELD

Thanks to the integral preparation you will receive in this degree, on graduating you will be able to:

- Found your own company.
- Innovate in family-run businesses and companies.
- Lead projects within the company where you work.
- Develop business creation policies from public administration contexts.

For further information, go to:



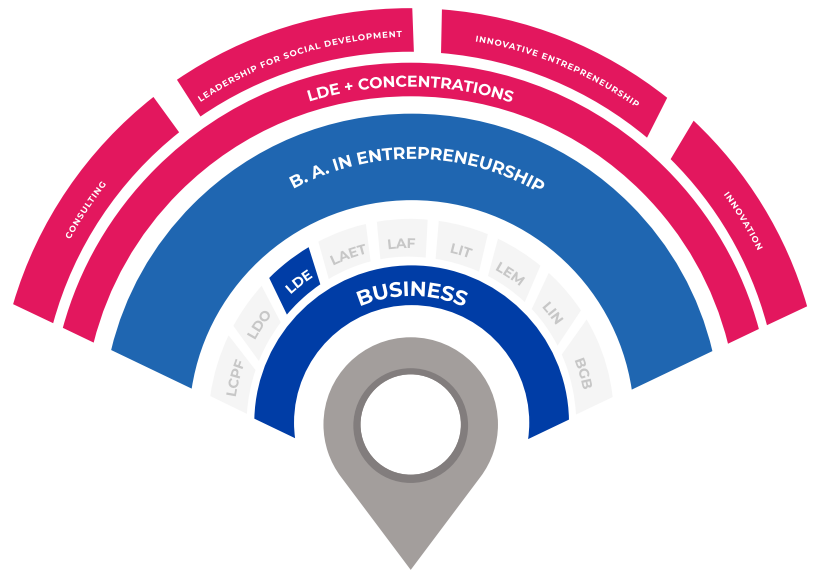
[tec.mx/ide](https://tec.mx/ide)

## IS THIS RIGHT FOR YOU?

If you want to change the world through innovative initiatives that generate economic, social and environmental value, then this is the path for you.

# CURRICULUM

## CHOOSE YOUR PATH



### What you need to know about each stage of your curriculum:

#### Exploration

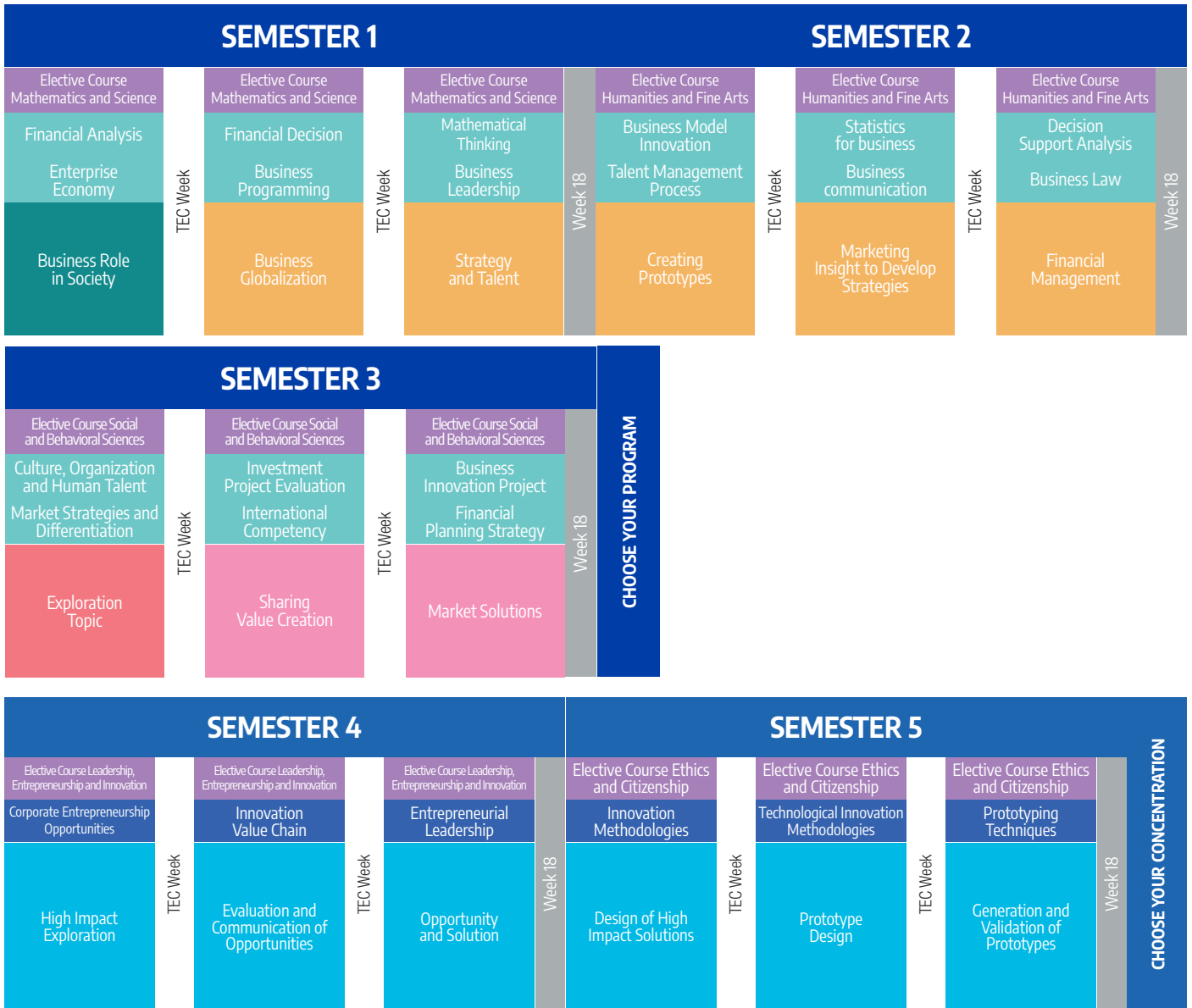
1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Business.
3. You will participate in fundamental and exploration challenges from the area of Business, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

#### Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
2. You will participate in more focused challenges to reinforce what you have learned and broaden your basic knowledge.
3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

#### Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.



- General education course
- Area exploration course
- Introductory block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Optional block outside the area (CHALLENGE)
- Global area block (CHALLENGE)
- Disciplinary course
- Disciplinary block (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- TEC Semester
- Multi-disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



- General education course
- Optional block outside the area (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- Area exploration course
- Global area block (CHALLENGE)
- TEC Semester
- Introductory block (CHALLENGE)
- Disciplinary course
- Multi-disciplinary block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)

<

|

>

|

>





# LAET

## B. A. IN BUSINESS STRATEGY AND TRANSFORMATION

### Strategic in ‘what’, innovative in ‘how’

The new business conditions demand a visionary leader who will guide organizations towards success, measured not only in terms of profit generation, but also the capacity to offer innovative solutions that respond to stakeholders’ needs and the construction of a value proposal that will emerge as a business platform.

### A B. A. in Business Strategy and Transformation will graduate from Tec de Monterrey with the following competencies:

- Determine the strategic course of an organization through a systemic approach and prospective analysis of the environment.
- Transform organizational business models using innovation methodologies that will contribute to value generation.
- Manage organizational transformation through state-of-the-art methodologies that will make it possible to adapt to changes in internal and external settings.
- Align the performance of an organization with the set goals, by selecting critical variables and designing strategic control indicators.
- Use contemporary leadership styles and negotiation techniques when coordinating the diverse stakeholders of an organization.
- Use institutionalization and corporate governance techniques to restructure processes that favor the company’s success over time and during intergenerational change.



## WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

The educational model enables you to personalize your graduate profile. During the specialization stage, consider a focus based on your post-graduation plans. Tec offers you the means to achieve this through diverse concentrations.

## CAREER FIELD

With this training, you will be prepared to explore and propose solutions to the most relevant issues in different types of organizations and their diverse areas, such as:

- Small, medium and large companies in diverse sectors
- Consulting firms
- Strategic management and project development areas
- Innovation areas
- Organizational transformation areas
- Startups

For further information, go to:



[tec.mx/laet](https://tec.mx/laet)

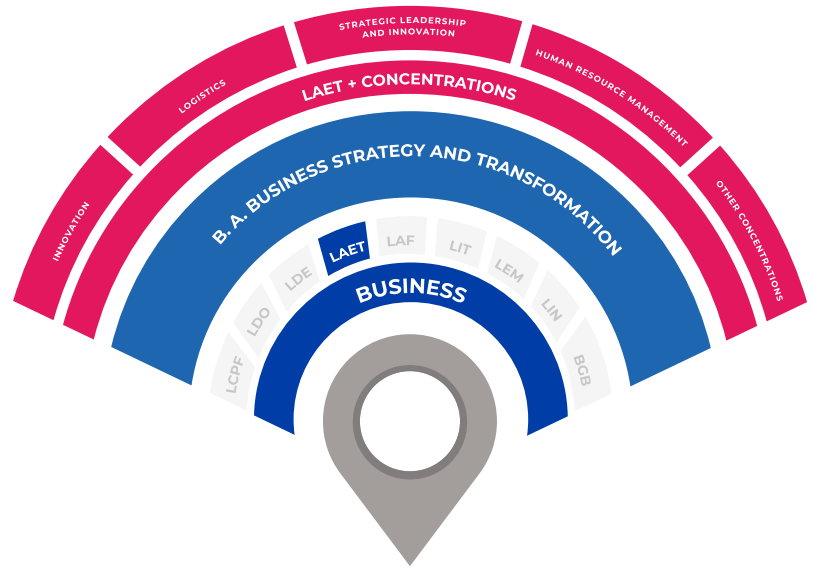


## IS THIS RIGHT FOR YOU?

If you want to create the organizations and business models of the future, become a transformational leader in social companies or organizations, train for professions and companies that do not yet exist, and acquire knowledge and competencies that will prepare you for success and shared value generation, this is the degree for you.

# CURRICULUM

## CHOOSE YOUR PATH



### What you need to know about each stage of your curriculum:

#### Exploration

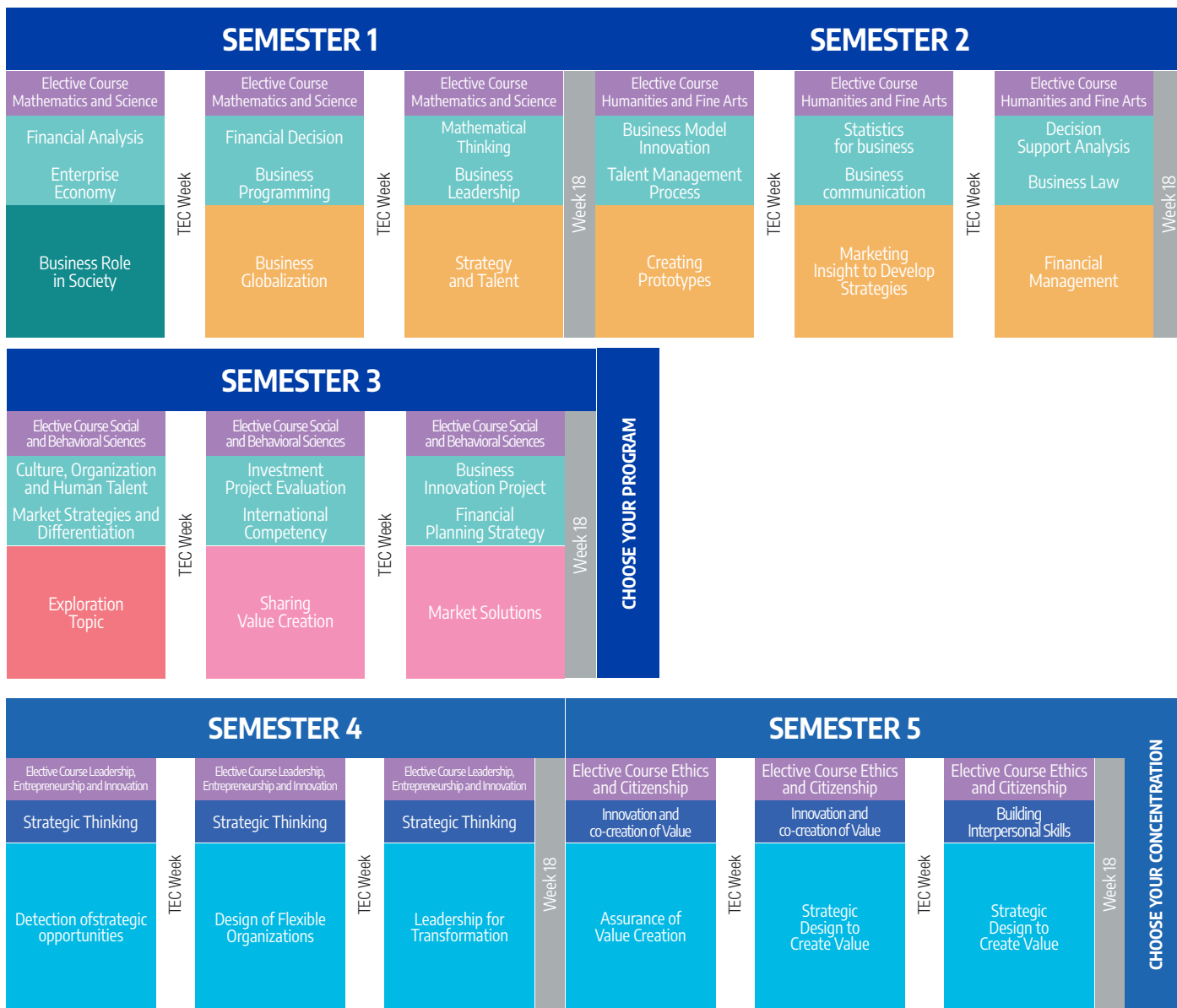
1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Business.
3. You will participate in fundamental and exploration challenges from the area of Business, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

#### Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
2. You will participate in more focused challenges to reinforce what you have learned and broaden your basic knowledge.
3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

#### Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.



- General education course
- Area exploration course
- Introductory block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Optional block outside the area (CHALLENGE)
- Global area block (CHALLENGE)
- Disciplinary course
- Disciplinary block (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- TEC Semester
- Multi-disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



- General education course
- Optional block outside the area (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- Area exploration course
- Global area block (CHALLENGE)
- TEC Semester
- Introductory block (CHALLENGE)
- Disciplinary course
- Multi-disciplinary block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



# LAF

## B. A. IN FINANCE

### Realize your dreams, invest in your future

Interaction in the financial world is characterized by constant, accelerated innovations, such as digital transformation and new business models. The world of finance needs professionals who will generate shared value, manage risk, optimize resources, formulate and implement financial strategies, and make sure that dreams do have a future.

### A B. A. in Finance will graduate from Tec de Monterrey with the following competencies:

- Develop investment and financing strategies that create value for stakeholders and consider current regulations.
- Manage financial products and services, using cutting-edge technologies and complying with ethical standards.
- Manage risk derived from investment, financing and operating decisions, considering diverse economic scenarios and current regulations.
- Develop financial models using quantitative and computer tools to predict business scenarios and perform analyses that will support decision-making processes.

## WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

The educational model enables you to personalize your graduate profile. During the specialization stage, consider a focus based on your post-graduation plans. Tec offers you the means to achieve this through diverse concentrations.

## CAREER FIELD

Thanks to the integral preparation you will receive in this degree, on graduating you will be able to participate in diverse areas of business, such as:

- Banks, brokerage houses, insurance companies, pension and investment funds public and private sector
- Treasury and finances in the non-financial private sector
- Public and private capital firms, startups in the technology and fintech sector
- Consulting for financial project assessment, business valuation financing, mergers and acquisitions
- Your own company

For further information, go to:



[tec.mx/laf](https://tec.mx/laf)

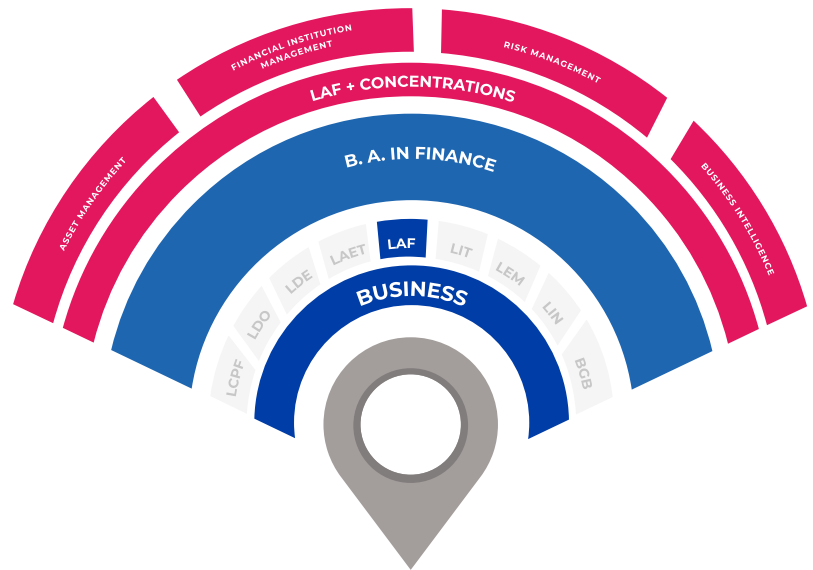
## IS THIS RIGHT FOR YOU?

If you are analytical, like managing money and would like to participate in strategic financial decisions in organizations, this degree is an excellent starting point for you.



# CURRICULUM

## CHOOSE YOUR PATH



### What you need to know about each stage of your curriculum:

#### Exploration

1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Business.
3. You will participate in fundamental and exploration challenges from the area of Business, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

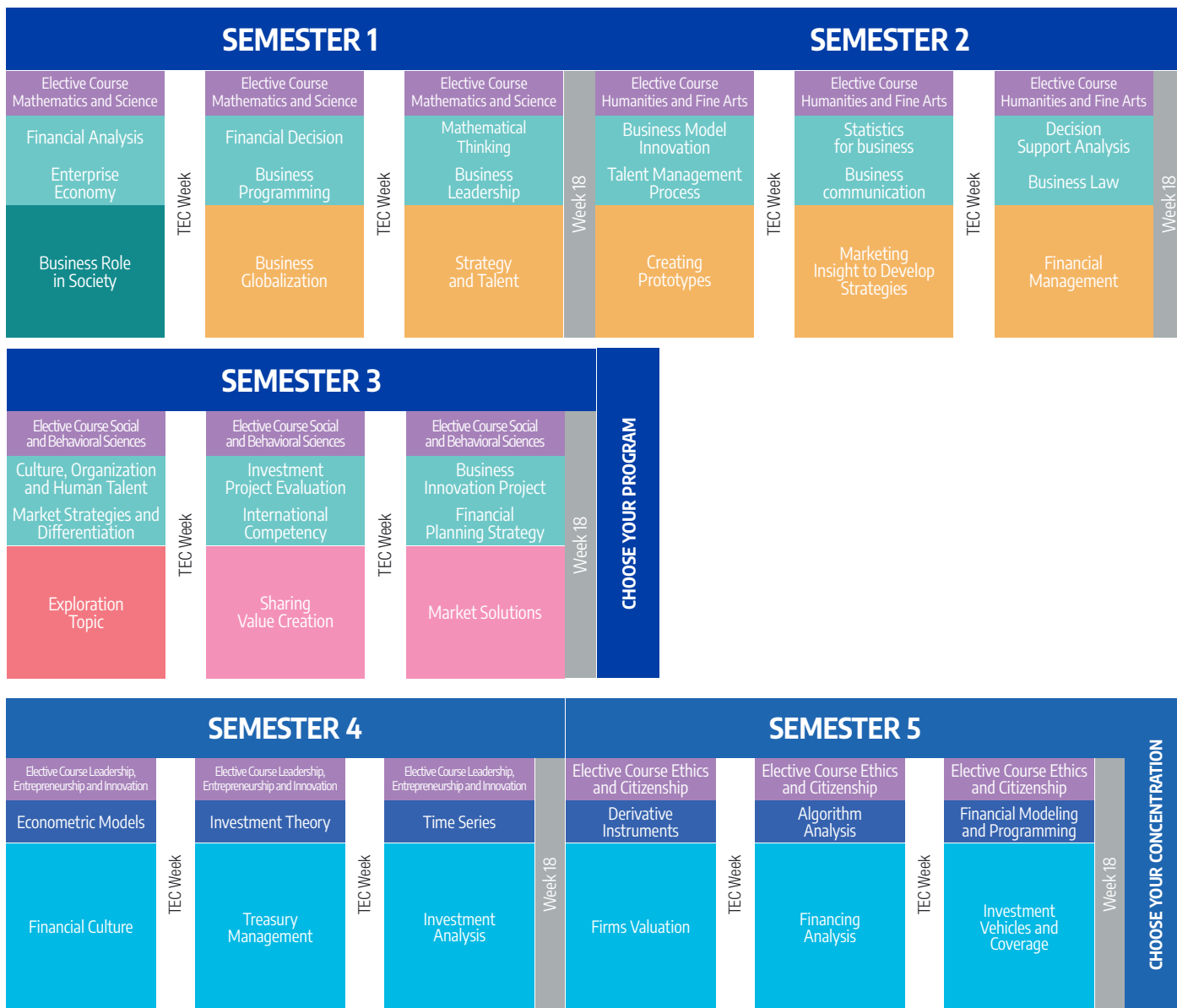
#### Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
2. You will participate in more focused challenges to reinforce what you have learned and broaden your basic knowledge.
3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

#### Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.





- General education course
- Area exploration course
- Introductory block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Optional block outside the area (CHALLENGE)
- Global area block (CHALLENGE)
- Disciplinary course
- Disciplinary block (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- TEC Semester
- Multi-disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



DEGREES

33

Navigation icons: back, home, forward

- General education course
- Optional block outside the area (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- Area exploration course
- Global area block (CHALLENGE)
- TEC Semester
- Introductory block (CHALLENGE)
- Disciplinary course
- Multi-disciplinary block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



LIT

## B.S. IN BUSINESS INTELLIGENCE

### A company's lies in its capacity to capitalize data

The business environment is constantly changing and becoming increasingly complex. Business digitization and easy access to data require a function that will help organizations gather, organize and analyze their information, using statistical models and computer tools. As a B.S. in Business Intelligence, you will be able to help organizations identify opportunities and threats, making rapid, analytically-supported decisions that will add value and increase organizational competitiveness.

**A B.S. Business Intelligence will graduate from Tec de Monterrey with the following competencies:**

- Design exploration, collection, generation and integration strategies for data from diverse sources and database structures to model environmental realities.
- Formulate interactive digital boards using state-of-the-art technological solutions and adhering to the best descriptive analytics practices.
- Design customized business analytics solutions based on consumer and market behavior.
- Build an architecture of business intelligence systems based on the strategic organizational needs, using computer tools.
- Analyze different scenarios using deterministic and stochastic models, and artificial intelligence tools.
- Design risk administration and management strategies, transforming the organization's strategic plans into information and key indicators.

For further information, go to:



[tec.mx/lit](https://tec.mx/lit)

## WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

The educational model enables you to personalize your graduate profile. During the specialization stage, consider a focus based on your post-graduation plans. Tec offers you the means to achieve this through diverse concentrations.

## CAREER FIELD

On graduating, you will be able to work as an independent consultant or in diverse areas in any type of business. For example:

- Informatics (database management, design of analytics platforms)
- Marketing (analysis of market trends, service assessment and customer follow-up, social networks analytics)
- Finance (market risk measurement, investment project evaluation)
- Human resources (employee selection, organizational climate measurement)

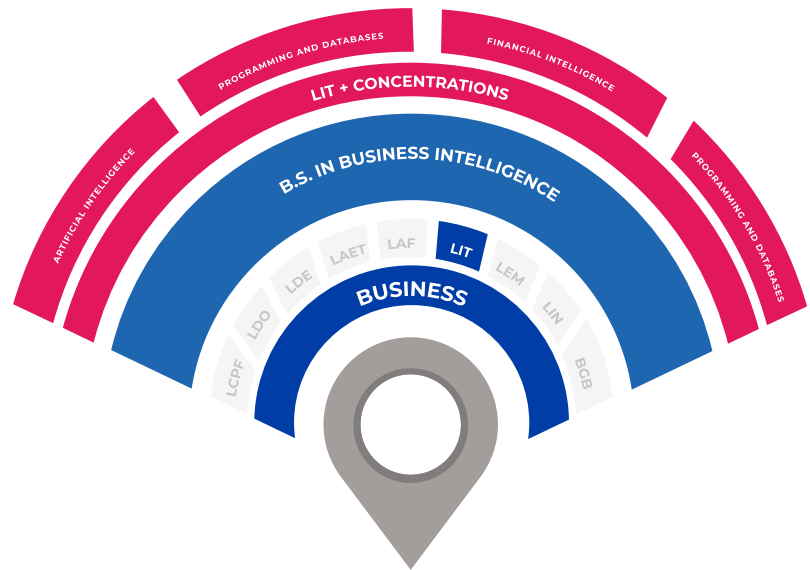
## IS THIS RIGHT FOR YOU?

If you are curious, analytical and visionary and if you like going beyond numbers, understanding their behavior and taking calculated risks to reach goals, this is the degree for you.



# CURRICULUM

## CHOOSE YOUR PATH



DEGREES

### What you need to know about each stage of your curriculum:

#### Exploration

1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Business.
3. You will participate in fundamental and exploration challenges from the area of Business, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

#### Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
2. You will participate in more focused challenges to reinforce what you have learned and broaden your basic knowledge.
3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

#### Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.



- General education course
- Area exploration course
- Introductory block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Optional block outside the area (CHALLENGE)
- Global area block (CHALLENGE)
- Disciplinary course
- Disciplinary block (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- TEC Semester
- Multi-disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



- General education course
- Optional block outside the area (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- Area exploration course
- Global area block (CHALLENGE)
- TEC Semester
- Introductory block (CHALLENGE)
- Disciplinary course
- Multi-disciplinary block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



# LEM

## B. A. IN MARKETING

### Consumer knowledge innovation, visibility and differentiation

In an intensely competitive world in which product and service offerings are practically infinite, selecting markets that will be sources of maximum growth and developing value proposals is of utmost importance. As a marketing specialist, you will be able to develop innovative, sustainable strategies that reflect an in-depth knowledge of consumer needs, building brand differentiation possibilities that can be executed in the current context of digitization and omnichannel retailing.

### A B. A. in Marketing will graduate from Tec de Monterrey with the following competencies:

- Generate market intelligence using advanced investigation techniques to enable organizational decision making.
- Design innovative marketing strategies that are cost-effective for organizations and sustainable for society.
- Develop multi-platform marketing plans that will build brand value for organizations and consumers.
- Design performance control strategies for marketing plans, guaranteeing their effectiveness through sustainable metrics in line with the organization's vision.
- Develop internal marketing plans that foster the creation of a consumer-centric vision.





For further information, go to:



[tec.mx/lem](https://tec.mx/lem)

## WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

The educational model enables you to personalize your graduate profile. During the specialization stage, consider a focus based on your post-graduation plans. Tec offers you the means to achieve this through diverse concentrations.

## CAREER FIELD

With these skills, you will be ready to explore and propose solutions to organizations' marketing problems. As a result, you will be able to work in diverse areas, such as:

- Consumer goods producers
- World-class integrated business consulting firms
- Specialized market research agencies
- Advertising, communication and public relations agencies
- Marketing firms for the intelligent industry
- Service and manufacturing companies

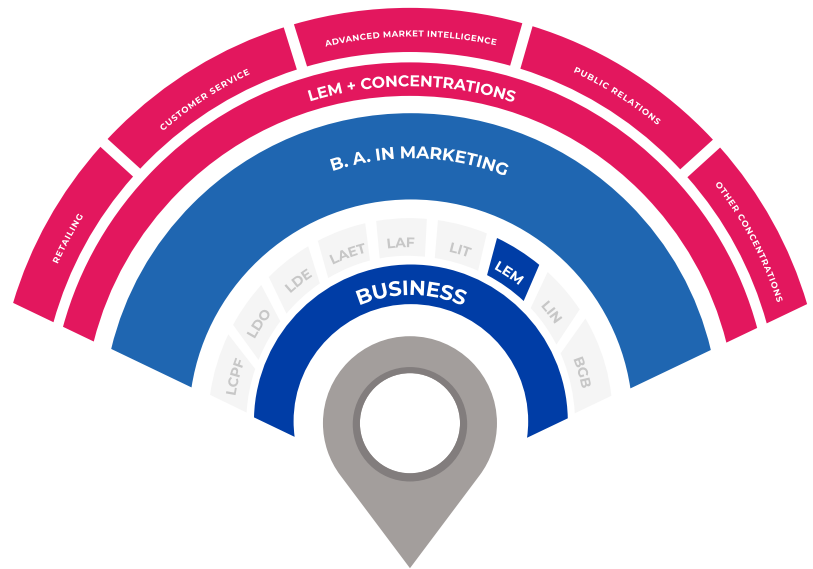
## IS THIS RIGHT FOR YOU?

If you are creative, analytical and intuitive and like observing closely and enjoy exploring trends and influencing others, this is the degree for you.



# CURRICULUM

## CHOOSE YOUR PATH



### What you need to know about each stage of your curriculum:

#### Exploration

1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Business.
3. You will participate in fundamental and exploration challenges from the area of Business, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

#### Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
2. You will participate in more focused challenges to reinforce what you have learned and broaden your basic knowledge.
3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

#### Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.



DEGREES

42

<

Home icon

>

- General education course
- Area exploration course
- Introductory block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Optional block outside the area (CHALLENGE)
- Global area block (CHALLENGE)
- Disciplinary course
- Disciplinary block (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- TEC Semester
- Multi-disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



- General education course
- Optional block outside the area (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- Area exploration course
- Global area block (CHALLENGE)
- TEC Semester
- Introductory block (CHALLENGE)
- Disciplinary course
- Multi-disciplinary block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



# LIN

## B. A. IN INTERNATIONAL BUSINESS

### Business perspective that transcends borders

The current business environment is dynamic and unpredictable and, therefore, requires clear, comprehensive insight. As a result, as a B. A. in International Business, you will be able to generate growth by identifying business opportunities and risk in a global ecosystem, interact with people from different cultures, and handle digital tools to design competitive strategies that meet clients' needs.

### A B. A. in International Business will graduate from Tec de Monterrey with the following competencies:

- Develop internationalization strategies by assessing the geopolitical situation and their operating and financial feasibility, at the company, sector, industry, region, country and commercial-bloc levels.
- Design innovative international marketing strategies for products and services, in keeping with established international guidelines.
- Integrate a cost-effective global supply chain, mitigating environmental risks.
- Plan international operations within national and international regulatory frameworks, taking advantage of emerging business opportunities.
- Adapt organizational processes effectively, considering the characteristics of the diverse multicultural settings.



## WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

The educational model enables you to personalize your graduate profile. During the specialization stage, consider a focus based on your post-graduation plans. Tec offers you the means to achieve this through diverse concentrations.

## CAREER FIELD

With these skills, you will contribute to generating value in diverse global environments, at the industrial, sector, regional, country and company levels. You will be able to work in diverse areas, such as:

- Multinational and national companies with operations in Mexico and across the world
- Global logistics and supply chain companies
- Government and private organizations that promote international trade and foreign investment
- Consulting in international companies on international operations, negotiations, multiculturalism and customs
- Creating your own company

For further information, go to:



[tec.mx/lin](https://tec.mx/lin)

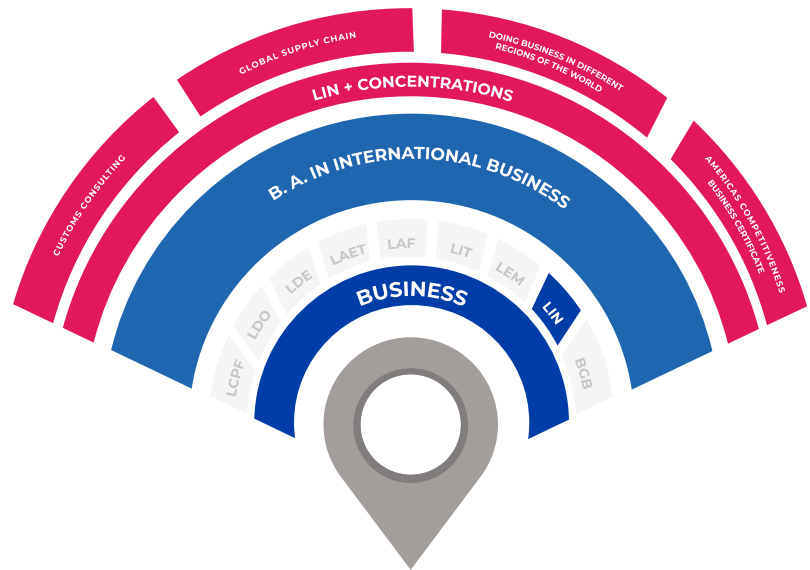
## IS THIS RIGHT FOR YOU?

If you view yourself as a citizen of the world, committed to your country's development, with multicultural leadership, championing a new vision for the future that foments adaptation and speed in a global business environment, international business is the right path for you.



# CURRICULUM

## CHOOSE YOUR PATH



DEGREES

46

### What you need to know about each stage of your curriculum:

#### Exploration

1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Business.
3. You will participate in fundamental and exploration challenges from the area of Business, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

#### Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
2. You will participate in more focused challenges to reinforce what you have learned and broaden your basic knowledge.
3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

#### Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.

Navigation icons: back, home, forward

SEMESTRE 1				SEMESTRE 2													
Optativa de matemáticas y ciencias	Semana TEC	Optativa de matemáticas y ciencias	Semana TEC	Optativa de matemáticas y ciencias	Semana 18	Optativa de humanidades y bellas artes	Semana TEC	Optativa de humanidades y bellas artes	Semana TEC	Optativa de humanidades y bellas artes	Semana 18						
Análisis financiero		Decisiones financieras		Razonamiento matemático		Innovación de modelos de negocios		Pensamiento estadístico		Análisis para la toma de decisiones							
Economía empresarial		Programación para negocios		Dirección de los negocios		Procesos de gestión de talento		Comunicación que inspira		Legalidad y negocios responsables							
El rol de los negocios en la sociedad		Globalización de los negocios		Estrategia y talento		Ideación y prototipado		Descubrimientos del mercado para el desarrollo de estrategias		Dirección financiera							
SEMESTRE 3				SEMESTRE 4				SEMESTRE 5									
Optativa de ciencias sociales y del comportamiento	Semana TEC	Optativa de ciencias sociales y del comportamiento	Semana TEC	Optativa de ciencias sociales y del comportamiento	Semana 18	Elective Course Leadership, Entrepreneurship and Innovation	TEC Week	Elective Course Leadership, Entrepreneurship and Innovation	TEC Week	Elective Course Leadership, Entrepreneurship and Innovation	TEC Week	Elective Course Ethics and Citizenship	TEC Week	Elective Course Ethics and Citizenship	TEC Week	Elective Course Ethics and Citizenship	TEC Week
Dimensión estratégica del capital humano		Evaluación de proyectos de inversión		Proyecto de innovación empresarial		International Sales & Contracts		International Logistics Operations		International Logistics Operations							
Estrategias de mercado y diferenciación		Competitividad internacional y oportunidades de crecimiento		Estrategia de planeación financiera		Negotiation Across Cultures		Negotiation Across Cultures		International Logistics Operations							
Tópico de exploración		Creación de valor compartido		Construcción de soluciones de mercado		International Business Panorama		Exportation Plan		Exportation Plan		International Service Development; trading intangibles		Import Management & Compliance		Import Management & Compliance	
				<b>ELIGE TU CARRERA</b>								<b>CHOOSE YOUR CONCENTRATION</b>					

- General education course
- Optional block outside the area (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- Area exploration course
- Global area block (CHALLENGE)
- TEC Semester
- Introductory block (CHALLENGE)
- Disciplinary course
- Multi-disciplinary block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)





DEGREES

48

- General education course
- Optional block outside the area (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- Area exploration course
- Global area block (CHALLENGE)
- TEC Semester
- Introductory block (CHALLENGE)
- Disciplinary course
- Multi-disciplinary block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)

<  
|  
🏠  
|  
>

# BGB: Bachelor in Global Business

At Tecnológico de Monterrey, we have prepared a special program designed for outstanding students like you, who want to go transcend borders and live unique experiences that will take them further.

The **Bachelor in Global Business** is a program that offers you a **multicultural education**. How? It allows you to take half of your courses in a language other than Spanish or, even better, **study the entire program in English**. You will also take 18 additional credits in English or another language of your choice; these credits cover **intercultural topics**, perfect to better your understanding of business contexts.

All this will help you **achieve C1 level English** and, speaking of other languages, you will need to learn a third one, other than English and Spanish, and achieve **B1 level proficiency** in the same.

However, it is not just about languages or extra courses, but also **the experiences Tec has for you**: you will spend **at least one semester abroad**, choosing from a wide range of universities across the globe.

You will also participate in activities and experiences that will allow you to earn the necessary points (10) to obtain the **Tec International Diploma**, which is issued by our institution only to students who have been significantly exposed to international experiences during their undergraduate studies. These activities, designed to supplement your education and develop different competences, come in a wide array of forms: some of your classes will have **unique interactions with international companies**, while in others you will engage in **long-distance collaboration with students from other universities**. Other activities include **Tec Weeks** and voluntary work abroad. You may also score points towards earning your diploma by representing Tec and Mexico in international sports or leadership competitions, among others.

The challenges, activities and experiences that you will live during your time at Tec will help you master the competences of **Social Intelligence** and **Communication** and achieve your personal and professional goals.

The **Bachelor in Global Business** is the opportunity you have been waiting for. Are you ready?

\*Although the tuition cost for BGB is the same as for the rest of the programs offered at Tec, some of the features and experiences of this program may incur additional costs.



# BGB

## BACHELOR IN GLOBAL BUSINESS

### Business perspective across borders

The current business environment is highly dynamic and unpredictable, demanding competencies to understand and manage uncertainty. As a Bachelor in Global Business graduate, you will be capable of generating growth by identifying business opportunities and risks in a global ecosystem, interacting with people from different cultures and mindsets, and applying quantitative and technological tools to design competitive strategies that meet market and clients' needs.

### A Bachelor in Global will graduate from Tec de Monterrey with the following competencies

- Develop internationalization strategies by evaluating framework conditions (geopolitical, legal, economic, etc.) and their operational and financial feasibility at different levels, including company, sector, industry, region and country.
- Design innovative international commercialization strategies for products and services, in accordance with the established international guidelines.
- Integrate global supply chain profitably analysis while assessing potential risks.
- Plan international operations within the framework of national and international regulations, identifying and generating emerging businesses opportunities.
- Design and adapt highly effective organizational processes, considering different multicultural environments.

## CHOOSE YOUR SPECIALIZATION

Our TEC21 educational model allows you to customize your degree and your professional profile. During the specialization stage, consider a concentration or an internship based on your plans after graduation. Tec de Monterrey offers you this path through different concentrations.

## PROFESSIONAL OPPORTUNITIES

With these skills, you will be able to generate value in different global environments and develop career options in fields, such as:

- Multinational and domestic companies with operations in Mexico and around the world
- Global supply chain and logistics companies
- Government and private organizations that promote foreign trade and investment
- Consulting for international companies focused on international operations, trade, customs, negotiations and multiculturalism
- Starting up your own project

## IS THIS YOU?

If you view yourself as a citizen of the world, committed to your country and region's development, with multicultural leadership, championing of a new vision for the future that fosters cooperation in international environments, Global Business is your path.

For further information, go to:

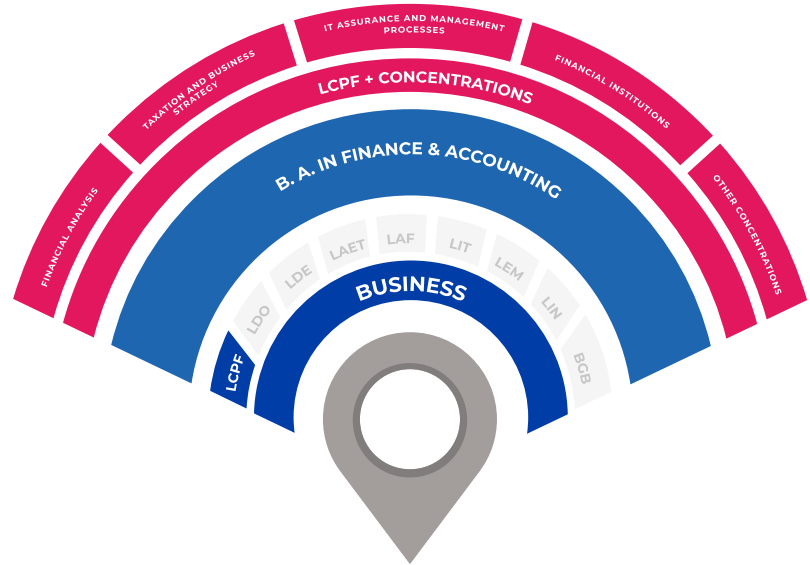


[tec.mx/bgb](https://tec.mx/bgb)



# CURRICULUM

## CHOOSE YOUR PATH



DEGREES

52

### What you need to know about each stage of your curriculum:

#### Exploration

1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Business.
3. You will participate in fundamental and exploration challenges from the area of Business, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

#### Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
2. You will participate in more focused challenges to reinforce what you have learned and broaden your basic knowledge.
3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

#### Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.



DEGREES

- General education course
- Area exploration course
- Introductory block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Optional block outside the area (CHALLENGE)
- Global area block (CHALLENGE)
- Disciplinary course
- Disciplinary block (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- TEC Semester
- Multi-disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)



- General education course
- Optional block outside the area (CHALLENGE)
- Disciplinary global block (CHALLENGE)
- Area exploration course
- Global area block (CHALLENGE)
- TEC Semester
- Introductory block (CHALLENGE)
- Disciplinary course
- Multi-disciplinary block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final global block (CHALLENGE)

# BUSINESS

With the Business entry, you have the option of moving throughout your undergraduate studies to the campus that offers the specialization you would like to pursue.

	Entry Campuses for the area of <b>BUSINESS</b>	Campuses where you can enter and graduate from the corresponding degrees								
		LCPF	LDO	LDE	LAET	LAF	LIT	LEM	LIN	BGB
Aguascalientes	●				●	●		●	●	
Chiapas	●									
Chihuahua	●				●	●		●	●	
Ciudad de México	●	●		●	●	●		●		●
Ciudad Juárez	●									
Cuernavaca	●				●	●			●	
Estado de México	●	●	●	●	●	●		●	●	
Guadalajara	●	●	●	●	●	●	●	●		●
Hidalgo	●	●			●			●		
Irapuato	●									
Laguna	●				●	●		●	●	
León	●			●	●	●		●	●	
Monterrey	●	●	●	●	●	●	●	●		●
Morelia	●				●				●	
Obregón	●									
Puebla	●	●		●	●	●	●	●		●
Querétaro	●	●		●	●	●		●		●
Saltillo	●				●				●	
San Luis Potosí	●				●	●		●	●	
Santa Fe	●	●	●	●	●	●	●	●		●
Sinaloa	●				●	●		●	●	
Sonora Norte	●			●	●	●		●	●	
Tampico	●				●				●	
Toluca	●	●	●	●	●			●		●
Zacatecas	●									



# UNLEASH YOUR POTENTIAL TO TRANSFORM

We are looking for students with the best profiles, who will demonstrate the capacity and enthusiasm to make their academic and student life a unique experience. Our admission process focuses on young people with the potential to become internationally competitive leaders with a spirit of entrepreneurship and a humanistic outlook.

For further information on the degrees from  
the area of Business, go to

