

BACHELOR'S DEGREE IN INTERNATIONAL TRADE AND BUSINESS

YOUR DEGREE

The Bachelor's Degree in International Trade and Business covers one of the eight most important fields in modern business: those in which today's companies are founded and by which they formulate their growth and consolidation plans. The following are some details about the degree.

YOUR POSSIBILITIES

You will be capable of supporting trade in goods and services with organizations, companies and institutions in other countries, for their use, sale, purchase or manufacture, making you a valuable asset for any organization seeking to develop their business units in a global market. With you, companies will be able to plan for their expansion and consolidation in markets throughout the world, in a ethical and socially responsible manner.

EBC QUALITY ASSURANCE

To strengthen you professionally, the subjects you'll study in the Bachelor's Degree in International Trade and Business are divided up into distinct areas of preparation, each of them intended to make sure that the knowledge you acquire becomes, in practice, a way to distinguish yourself in any organization.

PROFESSIONALIZATION

You will develop the knowledge, skills and attitudes specific to international trade and business, to participate successfully in the organization.

Customs management

You will learn to handle the process of customs clearance for goods, based on standards, tariff and non-tariff policies, government programs and existing trade treaties.

International commerce

You will know how to direct the process of importing and exporting goods and services based on Mexican foreign trade law.

Logistical processes

You will be able to coordinate traffic, logistics and supply chain procedures for making decisions that optimize business resources.

International Business

You will detect opportunities for business consolidation, while promoting and encouraging the internationalization of tangible and intangible goods.

International marketing

You will apply strategies for the development and marketing of goods and services on international markets.

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CURRICULUM

		CUSTOMS MANAGEMENT	INTERNATIONAL COMMERCE	LOGISTICS PROCESSES	INTERNATIONAL BUSINESS	INTERNATIONAL MARKETING	
8	Global entrepreneurship	Export promotion programs	Directing export plans	International quality and competitiveness	International business strategies	Negotiation and sales	Commerce and trade seminar
7	Entrepreneurship lab	Customs clearance case studies	International trade legislation	Supply chain	International investment and finance	Intangible product export plan	Business simulator
6	Entrepreneurship ecosystem	Applied customs law	Contracts and forms of payment	Logistics processes	International trade treaties II	International promotion	Project management
5	Intra-entrepreneurship	Tariff analysis and classification	Regional studies	International traffic	International trade treaties I	International commerce	Technology management
4	Communication and persuasion	Trade policy	Geopolitics	Trade in intangibles	Economic analysis	International markets and competition	Business English IV
3	Social and sustainable entrepreneurship	Business finance	Basic costs and budgeting	Labor law	Global business	Business statistics	Business English III
2	Business models	Financial math	Accounting basics	Principles of law	Business economics	Information management	Business English II
1	People-oriented design	Business math	Financial reporting	Comprehensive marketing	Management basics	Analytical thought	Business English I
	Subject 1	Subject 2	Subject 3	Subject 4	Subject 5	Subject 6	Subject 7

Entrepreneurship preparation
 Professionalization
 Business preparation

Technology preparation
 English preparation
 School-work transition