Courses in English – Course Description

Health Sciences ................................................................. 2
Education and Humanities .................................................. 4
Social Science and Law .......................................................... 7
Engineering and Technologies ................................................. 9
Art, Architecture and Design ............................................... 11
Business ............................................................................. 15
Health Sciences

Basic Science

CB 1010 – Embryology
Analyze the processes of the human reproduction, the normal development during the gestation and the alterations they give rise to the congenital anomalies.

CB 1040 – Histology Laboratory
Develop the abilities and skills to identify in the microscope the cellular structural of the tissues that constitute the Apparatuses and Systems of the human body.

CB 1125 – Physiology Laboratory
Apply the knowledge of the physiology of the cardiovascular system, renal system, respiratory system in alive and/or simulated models, using the scientific method in the development of experimental protocols.

Nutrition

CB 1105 Biological Chemistry
Understand the structure and functions of the essential components of the organism (water, carbohydrates, proteins, fats, nucleic acid and vitamins) and the cellular metabolic mechanisms that lead to the energy production. To analyze the metabolic processes in the human organism, its interrelations, their mechanisms of regulation and their alterations.

Odontology

OD 4125- Oral Rehabilitation II
Revise the advanced knowledge of the end periodontal treatments, as well as the techniques, procedures and materials used and develop necessary psychomotor abilities for its accomplishment.
**Psychology**

**PS 2010 – Psychology, a Life Science**

Critically analyze the foundations of psychology as a science of the living, through theories and debates from the history about the explanation and comprehension since the phylogenetic to ontogenetic, as a continuum referent of current psychology.

**PS 2315 – Psychopathology 2**

Identify the classification of the psychological illness from the comparative analysis of the nineteenth psychiatric nosography and based on the current classifications (Diagnostic and Statistical Manual of Mental Disorders, International Classification of Diseases, as well as the main references of the mental illness.)
Education and Humanities

**Humanities**

HU 2005 – Modern Philosophy

The aim of this course is for students to:

(1) Analyze the main contributions of the philosophers of this era (Cartesian idealism, English empiricism, transcendentalism, and German romanticism) and their particular methods.

(2) Understand that a determined era and culture form the basis of all philosophical thinking.

**Education**

ED 2045 – Pedagogy of Diversity

Designing, implementing and evaluating educational projects for various institutions in relation to the harmonious development of students and parents, considering cultural, ethnic, social, and religious differences in an international and global context.

**Communication**

CI 3210 – Video and Communication

The aim of this course is to analyze and produce cultural, commercial, and journalistic videos while considering a historical perspective.

CI 3215 – TV Production

Produce live and prerecorded television programs exploring different television genres and analyzing Mexican television programming.
**Modern Languages**

**ID 0001 – Basic English**
The student will acquire basic language and strategies for the Institutional TOEFL exam in order to achieve 490 as a result. In listening comprehension, the student will be able to distinguish between similar sounds and different types of negative expressions. In structure and written expression, the student will be able to identify the subject and verb of a sentence, the prepositions, and participles and will learn to connect multiple sentences correctly. In reading comprehension, students will be able to identify the main idea and distinguish between and identify implicit and explicit ideas. Students will be able to determine the meaning of a word according to the root of the word.

**ID 0002 – Intermediate English**
The student will learn basic strategies for the Institutional TOEFL exam in order to achieve 520 as a result. In listening comprehension, the student will be able to identify expressions of agreement, desire and phrasal verbs. In structure and written expression, students will be able to analyze the verb and identify time, tense and form. In reading comprehension, students will be able to determine the meaning of unknown words according to sentence structure, parts and roots of the words and the context. Students will also be able to identify the purpose of the writing.

**ID 0003 – Advanced English**
The student will become familiar with and understand the culture of English-speaking countries and the procedures, norms and etiquette that acceptable in international situations in these countries. Students will examine and critique effective communication in the English language. Students will demonstrate their own ability to communicate effectively in English in academic and professional contexts.

**ID 1500 – Academic Writing**
Students will be able to write correctly different academic documents, conferences, essays, lectures, academic articles or publications and book chapters.
ID 1505 – Professional Writing in English
Knowing the internationally accepted formats (C.V., reports, memos, emails) and analyzing them in order to be able to write them. Reading and analyzing research papers in order to be able to replicate them, following internationally accepted formats.

ID 1515 – Effective Communication in English for Business
Knowing and understanding the business culture from other countries as well as internationally accepted procedures, rules and etiquette. Examining and criticizing effective communication techniques. Raising the student’s appreciation of other cultures.

ID 1995 – TOEFL Preparation
The course prepares students to obtain a minimum of 550 points in the Institutional TOEFL examination. Students will be acquainted with the structure of the test, the types of questions, and the strategies to determine the correct answers. They will take mock tests under conditions similar to those of the test. For languages other than English, preparation will be carried out in accordance with the corresponding test.
Social Science and Law

Social Science

CS 2605 – International Negotiations
The aim of this course is for students to understand the negotiation process within the international arena, identifying the elements that constitute it.
By the end of this course, students will understand the negotiation process within an international scenario and the elements that constitute it. The class will concentrate on the analysis of international topics, focusing on practical skills to find ways to solve them.

CS 2620 – North American Studies Seminar
This course offers an overview of North American thinking and values. Additionally, it studies the way in which society and culture were structured and shaped in this part of the world.

CS 1405 – Political Geography
This course aims to present a worldwide base of geographic data and characteristics and to help students acquire an understanding of the planet from a regional perspective, resources, and how these determine many of our actual relationships and conflicts.

CS 2625 – World Politics
This course aims to analyze world structure from a political approach.

CS 3181 – Comparative Politics
This course aims to introduce the elements of comparative analysis within the political field.

CS 3615 – Politics of Natural Resources
To have a comprehensive assessment of the natural resources of the world such as oil, water and mineral and the conflict they produce.
Law

DE 1125 – Legal Environment in Business
The aim of this course is for students to learn and apply legal aspects present in organizations.

DE 2500 – Introduction to the US Legal System
The aim of this course is for students to understand the basics of the American legal system in particular in the areas of constitutional law and history of the Common Law, through a study method that uses the tools of comparative law, aiming to capitalize on the knowledge acquired by students for a better understanding of topics of Mexican law, especially in areas such as constitutional law.

DE 3505 – Legal English
Through reading and both written and oral exercises targeted at identifying sources of law and building a basic legal vocabulary, students will practice and develop comprehension skills of legal texts and documents in English, which will enhance their confidence to consult and include international sources of law into their legal studies, particularly in the field of private law.

DE 3515 – International Contracts
To analyze the most important elements of international contracts and to know the legal frame that affects them.
Engineering and Technologies

Computer Science

SC 1060 - Inorganic modeling
At the end of the course, students will be able to build three-dimensional inorganic models of high quality through the use of specialized computer tools, for example Maya, and various modeling techniques, such as polygons and surfaces, creating and adapting the topology to ensure the correct volume and shape.

SC 1020 – Technological Tools for Productivity
At the conclusion of this course, students will develop the necessary skills to use currently available technological tools to research, analyze, and process information to increase organizational productivity and competitiveness.

SC 3740 – Technological Development Interdisciplinary Project
Develop a technological project that involves different specialties participants with the objective of creating a real solution for real problems of a company in the now a day world or take advantage of an opportunity found in the environment.

Engineering

IN 2200 – Dynamics
Students will be able to solve problems involving particles and rigid bodies in static equilibrium by using a vectorial approach to the relation between the forces acting on them.

IN 2650 – Analysis of Signals and Linear Systems
To manipulate signals by means of transformed methods of Fourier, Laplace and Z applied to continuous and discreet linear system. Application of computer tools for the analysis and simulation of these systems.
IN 3231 – Thermal Machines

To operate the first and second law of the thermodynamics in the calculation of the parameters involved in the gas cycles, steam, cooling and air conditioning, and with it, to analyze and to evaluate these systems.
Art, Architecture and Design

**Textile and Fashion**

AA 1311 – Basic Sketching
Develop the abilities in order to draw up to pencil the different parts of the human body with its due symmetry and proportion, developing different positions from fashion figure.

DM 1320 – Analysis of Contemporary Fashion
Obtain the basic knowledge of life history from the most important present and past time designers, photographers and fashion stylists as well as the contemporaries.

AA 3360 – Fashion Business
Provide of the basic knowledge of how to undertake a business related with the fashion industry.

**Industrial Design**

DI 2310 – Business Strategies for Designers
This course provides entrepreneurship tools for designers. By completion, the student will understand the accounting principles and their application. Furthermore, the student will understand the methodologies for the launch of innovative and profitable business.

DI 2340 – Industrial Design Seminar
At the end of the course, the student will be able to identify current and future Industrial Design trends for its application in the different kinds of design projects.

DI 3110 – Introduction to Means of Transportation
By completion, the student will be able to understand and apply different illustration techniques in the visualization of designs. Additionally, the student will be capable of developing research and communication systems in the presentation of ideas to a customer. The main aim of the course is to develop a vehicle, which enhances the experienced emotions in humans against a car or other type of vehicle. In order to achieve the
above, the student will have to research the psychology and anthropology fields as a way to have deep understanding of human behavior and its reaction to vehicles, movement and technology

**Interior Design**

**LI 1030 - Resolute Morphology**
Students will achieve understanding of the fundamental elements and variable elements of the composition of space and its relation to the context, in order to generate a concept through exploration, analysis and relationship of the development process of an innovation project and design.

**LI 1070 – History of Interior Design I**
Knowing the history, development and transformation of the interior design to raise awareness, criticize and discuss the evolution of the different environments, spaces and adjustments over time.

**LI 3130 – Commercial Spaces**
Develop the ability to present interior design proposals through research and development of projects of commercial spaces, dressers, social and leisure services and other different topics including comparative studies of realized works of development, and considering the available technology, materials and accessories.

**DA 3636 – Interior Design Seminar**
Analysis and evaluation of issues related to the profession and environment with selected currents issues.

**DA 3612 – Interior Design Integral Studio II**
Apply theoretical knowledge and interior design skills through a remodeling Project with real features and low programmatic complexity, using the previously developed knowledge and skills applying aspects such as feasibility, specification of materials, facilities and economic constraints.
**Graphic Design**

**AA 1206 – Graphic Design Tools**
This course focuses on practical understanding of software, operational system, equipment and digital peripherals, scanner and video cameras. The course includes technical demonstrations covering topics such as management of typographic fonts, image manipulation and digital design.

**DG 2230 – Basic Graphic Animation**
At the end of the course the student will be able to determine the basic techniques and methodologies necessary to design and create an educational animated graphic creation, as well as describe storyboards using rhythm, sequence and continuity, for the media, television, cinema and online.

**DA 3095 – Interdisciplinary Solutions for Design**
Experiment interdisciplinary learning through development of specific projects prepared altogether by students of different design careers.

**AA 3251 – Introduction to Type Design**
The student will learn the use and handling of software used in the design and production of fonts through an analogous sketch process, combined with digital production. The student will get to know the formal font aspects and their designing.

**DG3325 – Beginning Web Design**
At the end of the course the student will be able to use different tools and techniques of design interface, usability and interactivity, as well as necessary methodologies for the design and development of effective Web pages using multimedia and software applications of free access for the development of Web pages.


*Art*

**AA 2155 – Alternative Projects**

At the end of the course the student will be able to explore the themes and techniques to build a proposed artistic innovative, creative and contribution to artistic expression, based on the lessons learned and the cultural and social context.

*Architecture*

**DA 2000 – Architectural Design II**

Apply the theoretical knowledge and design abilities, by developing architectural projects of low and medium programmatically complexity, in order to perceive the architectural object as an habitable space, creating a critical judgment and the capacity to explore and innovate the architectural proposal, without leaving aside the research and incorporating the structural criteria and the influence of the construction materials.

**DA 2015 – Architectural Design IV**

Implementing the theoretical knowledge and skills of design, developing an architectural project complex program, with a strong influence of the urban context, developing the criticism and the ability to scan and innovation in terms of architectural, proposal forgetting research and application areas such as structural criteria, materials technology and energy-saving implications.
Business

Business Administration

AD 1400 – Marketing
The aim of this course is to acquaint students with the elements and factors that have an effect on the development of a marketing strategy.

AD 2418 – International Marketing
The aim of this course is for students to understand topics related to marketing management in a global market environment and the factors that impact on international marketing decisions.

AD 3405 – Retailing
The aim of this course is for students to achieve an understanding and appreciation of retail sales in order to develop strategies that help retailers to obtain competitive advantages and growth opportunities in their relationship with the consumption market.

AD 2200 – Leadership and Organizational Change
Students will become acquainted with different concepts and theories concerning leadership, as well as with the development of leadership skills. Additionally, they will be able to identify the leader’s role in the creation and institutionalization of an organizational change process.

AD 2001 – Sustainability, Ethics and Social Responsibility in Business
Students will be able to identify relevant ethical, social, and environmental issues of a company and strategies to address them.

AD 3005 – Organizational Behavior and Management
Students will learn the strategies that lead to effectiveness in personnel management under a framework of updated values regarding organizational behavior. These strategies will enable students to develop a criterion and adopt a position which are conducive to an optimum utilization of human resources.
**Accounting and Finance**

**CO 1025 – Financial Statement Analysis**
The aim of this course is to analyze the information contained in financial statements for the purposes of carrying out a diagnosis of the business. Students will apply the main tools related to working capital management.

**CO 3020 – Financial Engineering**
Examining the real applications of financial engineering to create and redesign financial instruments to decrease financing costs, increase profitability and ensure cash flow. Analyzing agreements using futures and utilizing these financial products in financial risk management.

**CO 3060 – Topics in Finance**
This course aims for students to integrate previously acquired knowledge of financial accounting through the analysis of accounting newsletters, the discussion of case studies, and research.

**Economics**

**EC 2000 – Global Economy**
At the conclusion of the course, students will be able to examine the trends in trade and investment in the world, able to describe the different theories of international trade and its application in economic growth and analyze protectionist instruments and their economic effects on countries developing in order to understand the importance and impact of multinational companies.

**EC 2240 – International Business**
This course aims to provide students with fundamental knowledge to enable the quantification of the risk to which the enterprise is exposed, mostly as concerns operating cash flow. Additionally, the course aims to explain the concept and methodology of derivative instruments so that the students may learn its advantages and apply them to the daily operations of the business. Students will also learn how to use these instruments to design hedging strategies, thus being able to prevent any negative impact that may affect business operation.
EC 3075 – Business Seminar
At the conclusion of the course, students will be able to analyze the problems of the organizations under a holistic approach in order to formulate solutions to practical situations through case-specific approach.

EC 3415 – Econometric for Financial Market
At the conclusion of the course, students will be able to analyze financial situations through econometrics, and to use the design of financial models applied in order to apply econometrics for economic forecasting.