

# COURSES IN ENGLISH FALL 2022

<b>UDEM SCHOOL OF BUSINESS</b>	
<b>DEPARTMENT OF BUSINESS ADMINISTRATION</b>	
<b>FUNDAMENTALS OF MANAGEMENT</b>	
COURSE KEY	AD 1005
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of this course, students will be able to understand the administration process, from planning, organization, management, and control, in order to describe all these functions from the perspective of the new organizational trends.
CRN	24934
MODALITY	Virtual
DAY	Tuesdays and Fridays
TIME	11:30 - 12:59
<b>INTEGRATED MARKETING COMMUNICATION</b>	
COURSE KEY	AD 3451
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	Upon completion of this course, students will be able to apply the integrated marketing communications model to achieve brand objectives, identifying the importance of coordinating the communication tools to develop an effective program based on the diagnosis of the current situation of the brand, a differentiated value proposition, and the analysis of consumer behavior.
CRN	21161
MODALITY	Face to Face
DAY	Tuesdays and Fridays
TIME	17:30 - 18:59

<b>SOCIAL ENTREPRENEURSHIP</b>	
COURSE KEY	AD 2056
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	-Fundamentals of Management -Microeconomics -Macroeconomics
DESCRIPTION	Upon completion of this course, students will be able to understand the nature and importance of social entrepreneurship in order to develop the skills that will enable them to propose creative solutions to the social problems of Mexico and the world. Likewise, they will be able to identify business opportunities through innovative services and products that generate high social value.
CRN	16769
MODALITY	Face to Face
DAY	Tuesdays and Fridays
TIME	10:00 - 11:29
<b>STRATEGIES OF SALES AND NEGOTIATION TECHNIQUES</b>	
COURSE KEY	AD 2405
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	Learning the basic activities of the sales force, how to work with the customer, importance of service, relationship marketing and negotiation techniques involved in achieving the sales objectives.
CRN	19146
MODALITY	Face to Face
DAY	Mondays
TIME	19:00 - 21:59
<b>BUSINESS MANAGEMENT</b>	
COURSE KEY	AD 1321
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of the subject, the student will be able to examine the administrative process and its conceptual framework for business management, considering the perspective of the environment, the social responsibility and the interdisciplinary integration of human resources, to identify the elements of organizational design.
CRN	24823
MODALITY	Face to Face
DAY	Tuesdays and Fridays
TIME	10:00 - 11:29

<b>MARKET RESEARCH</b>	
COURSE KEY	AD 2417
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	-Marketing -Statistics
DESCRIPTION	Upon completion of this course, the students will be able to apply the market research process by carrying out research for a company. In addition, they will be also be able to use the Statistical Package for the Social Sciences (SPSS) for data analysis.
CRN	15415
MODALITY	Face to Face
DAY	Tuesdays and Fridays
TIME	16:00 - 17:29
<b>LEADERSHIP IN ORGANIZATIONS</b>	
COURSE KEY	AD 1200
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	By the end of the workshop, the students will be able to describe the processes required to diagnose, analyze, define changes, implement and evaluate their effects at an organizational and individual level, applying competencies of a transformational leadership.
CRN	18058
MODALITY	Face to Face
DAY	Wednesday
TIME	7:00 - 9:59
<b>MARKETING</b>	
COURSE KEY	AD 1400
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of this course, students will be able to apply useful tools to understand how the market works, find out what the most efficient means are within the market, and choose the type of market that offers the best conditions to develop marketing activities.
CRN	25135
MODALITY	Face to Face
DAY	Mondays and Thursdays
TIME	16:00 - 17:29
CRN	19208
MODALITY	Face to Face
DAY	Wednesdays from 16:00 - 18:59

<b>INTERNATIONAL MARKETING</b>	
COURSE KEY	AD 2418
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	Understanding the subjects related to marketing management in a global market environment and the factors that impact in international marketing decisions.
CRN	18786
MODALITY	Face to Face
DAY	Tuesdays and Fridays
TIME	17:30 - 18:59
<b>INTERNATIONAL NEGOTIATION MODELS</b>	
COURSE KEY	AD 2025
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Learning the models, techniques and tools necessary to develop skills that enable an efficient negotiation in the international context.
CRN	15183
MODALITY	Face to Face
DAY	Wednesdays
TIME	16:00 - 18:59
CRN	27239
MODALITY	Face to Face
DAY	Wednesdays
TIME	10:00 - 12:59
<b>BUSINESS PLAN</b>	
COURSE KEY	AD 2015
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Financial Analysis
DESCRIPTION	Upon completion of this course, students will be able to identify the key factors to visualize, define, explore, and try out a business opportunity generating social value through the comprehensive use of interdisciplinary tools for the preparation of a business.
CRN	24201
MODALITY	Face to Face
DAY	Mondays and Thursdays
TIME	17:30 - 18:59

<b>STRATEGIC PLANNING</b>	
COURSE KEY	AD 2070
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The student will understand the concepts, methodologies and techniques for the design and implementation of business strategies.
CRN	19156
MODALITY	Online
DAY	Tuesdays
TIME	19:00 - 21:59
<b>SUSTAINABILITY, ETHICS, AND SOCIAL RESPONSIBILITY IN BUSINESS</b>	
COURSE KEY	AD 2001
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of this course, students will be able to identify the ethical, social, and environmental issues which are relevant to a business, in order to devise strategies to address them.
CRN	18482
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	17:30 - 18:59
CRN	19209
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	10:00 - 11:29
<b>INNOVATION WORKSHOP</b>	
COURSE KEY	AD 3070
LEVEL	Advanced
CREDITS	3 UDEM / 1.5 US
PREREQUISITES	
DESCRIPTION	After finishing the course, students will be able to identify market trends and based on original ideas to bring them to innovations that could lead to new products or services.
CRN	17510
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	16:00 - 17:29

<b>INNOVATION AND INVENTION METHODS AND PROCESSES</b>	
COURSE KEY	AD 2442
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of this subject, the student will be able to understand the concept of innovation and its importance in the entrepreneurial and business world through the use of innovation methods to develop business ideas to identify the elements that make up a business, the value proposition, and the differentiation strategies.
CRN	27235
MODALITY	Face to Face
DAY	Mondays and Thursdays
TIME	10:00 - 11:29
<b>DEPARTMENT OF ACCOUNTING</b>	
<b>FINANCIAL INFORMATION IN BUSINESS</b>	
COURSE KEY	CO 1003
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of this course, students will be able to describe the content of financial information as well as its relevance and usefulness for decision making in good business management. Additionally, students will be able to relate the effect that the main transactions made by a company have with company performance in terms of the content of its financial statements.
CRN	21749
MODALITY	Online
DAY	Tuesdays and Fridays
TIME	8:30 - 9:59
<b>FINANCIAL ANALYSIS</b>	
COURSE KEY	CO 1025
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	Financial Information in Business
DESCRIPTION	Upon completion of this course, students will be able to interpret the accounting information contained in financial statements in order to understand in depth the origina and behavior of company resources, for the purpose of carrying out a diagnosis of the business and defining the main tools related to working capital management, thus securing optimum financing in the national markets
CRN	26078
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	14:30 - 15:59

<b>FINANCIAL INFORMATION SYSTEMS</b>	
COURSE KEY	CO 2015
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Financial Analysis, 7th semester of Finance
DESCRIPTION	Defining and assessing financial information systems that support the strategic decision making process, reviewing the internal control process.
CRN	18463
MODALITY	Face to Face
DAY	Wednesdays
TIME	8:30 - 9:59
<b>DEPARTMENT OF ECONOMICS</b>	
<b>DEVELOPMENT OF PRODUCTS AND SERVICES IN THE GLOBAL MARKET</b>	
COURSE KEY	EC 3000
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Strategies for the Global Market
DESCRIPTION	At the conclusion of the course, students will have developed a strategic vision for organizations to be able to structure and boost marketing plans and management at the global level for both goods and services, identifying for both: business opportunities and access schemes the different regimes in the world markets.
CRN	26316
MODALITY	Face to face
DAY	Tuesdays
TIME	19:00 - 21:59
<b>INTERNATIONAL BUSINESS</b>	
COURSE KEY	EC 2240
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Microeconomics
DESCRIPTION	At the conclusion of the course, students will be able to analyze the critical elements involved in the operation of international business, and assess the influence of various factors such as the cultural environment, international trade, foreign direct investment and international treaties, to assess business opportunities abroad.
CRN	12836
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	17:30 - 18:59

<b>STRATEGIES FOR THE GLOBAL MARKET</b>	
COURSE KEY	EC 3002
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	International Trade
DESCRIPTION	At the conclusion of the course, students will be able to implement the strategic and analytical thinking in the internationalization of the company and know explain the different tools and programs developed by the private sector, public sector and international organizations for implementation and strategic control.
CRN	26163
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	17:30 - 18:59
<b>INTERNATIONAL POLITICAL ECONOMY</b>	
COURSE KEY	EC 3205
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Economic Geography
DESCRIPTION	At the conclusion of the course, students will be able to analyze the interaction between economics and politics, in order to describe the current world economic order, examine the roles of state and market in the international monetary and financial system considering international trade and regional integration.
CRN	26180
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	07:00 - 8:29
<b>UDEM SCHOOL OF LAW AND SOCIAL SCIENCE</b>	
<b>DEPARTMENT OF LAW</b>	
<b>PUBLIC INTERNATIONAL LAW</b>	
COURSE KEY	DE 2515
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Theory of Law
DESCRIPTION	The student will understand the public international law within the context of law and how it affects international law in our country, as well as analyze the international legal framework and the ways of resolving international disputes.
CRN	19668
MODALITY	Online with COIL (Collaborative Online International Learning) methodology
DAY	Tuesdays
TIME	8:30 - 11:29



<b>HUMAN RIGHTS</b>	
COURSE KEY	DE 3000
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Constitutional Law
DESCRIPTION	The student will understand the main scenarios raised by the philosophy of fundamental rights regarding the conception of man as a citizen who is aware of his rights and duties and who actively participates with an ethical sense and awareness of citizenship.
CRN	18514
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	11:30 - 12:59
<b>INTERNATIONAL CONTRACTS</b>	
COURSE KEY	DE 3515
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Exclusive for International Business students
DESCRIPTION	The student will analyze the main elements, characteristics and consequences of the contracts handled in international trade and its application to specific cases.
CRN	14157
MODALITY	
DAY	Mondays and Thursdays
TIME	07:00 - 8:29
<b>DEPARTMENT OF SOCIAL SCIENCE</b>	
<b>INTERNATIONAL NEGOTIATIONS</b>	
COURSE KEY	CS 2605
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	To understand the negotiation's processes in the international arena, identifying the important elements of conflict resolution.
CRN	14545
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	19:00 - 20:29

<b>POLITICAL GEOGRAPHY</b>	
COURSE KEY	CS 1405
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	To present a worldwide base of geographic data and characteristics. To get the student familiar with the understanding of the planet from a regional perspective, resources, and how these determine many of our actual relationships and conflicts.
CRN	26757
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	8:30 - 9:59
<b>NORTH AMERICAN STUDIES SEMINAR</b>	
COURSE KEY	CS 2620
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Being in 5th semester or above
DESCRIPTION	This course offers an overview of North American thought and values as well as it studies the way society and culture in this part of the world was structured and formed.
CRN	13622
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	17:30 - 18:59
<b>WORLD POLITICS</b>	
COURSE KEY	CS 2625
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Political Management and International Organizations
DESCRIPTION	Analyze World structure from a political approach.
CRN	12623
MODALITY	Face to face
DAY	Wednesdays
TIME	13:00 - 15:59

# UDEM SCHOOL OF ENGINEERING

## DEPARTMENT OF ENGINEERING

### ANALYSIS OF SIGNALS AND LINEAR SYSTEMS

COURSE KEY	IN 2650
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Differential Equations
DESCRIPTION	The student will learn to manipulate signals by means of Fourier, Laplace and Z transform methods to continuous and discrete linear systems. Application of computational tools for the analysis and simulation of said systems.
CRN	17089
MODALITY	Face to face
DAY	Wednesdays
TIME	14:30 - 17:29

# UDEM SCHOOL OF EDUCATION AND HUMANITIES

## DEPARTMENT OF MODERN LANGUAGES

### ACADEMIC WRITING

COURSE KEY	ID 1500
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The students will be able to write correctly different academic documents, conferences, essays, lectures, academic articles or publications and book chapters.
CRN	24257
MODALITY	Online
DAY	Wednesdays
TIME	8:30 - 9:59

### PROFESSIONAL WRITING IN ENGLISH

COURSE KEY	ID 1505
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	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.
CRN	15906
MODALITY	Online
DAY	Thursdays
TIME	7:00 - 8:29

<b>EFFECTIVE COMMUNICATION IN ENGLISH FOR BUSINESS</b>	
COURSE KEY	ID 1515
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	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 students' appreciation of other cultures.
CRN	25999
MODALITY	Face to face
DAY	Wednesdays
TIME	10:00 - 12:59
<b>TOEFL PREPARATION</b>	
COURSE KEY	ID 1995
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The course prepares the students to obtain a minimum of 550 points in Institutional TOEFL examination. The students will know the structure of the test, the types of questions and the strategies to determine the correct answers. The students will take mock tests in similar circumstances to those of the test. For other languages, the preparation will be according to the exam.
CRN	26001
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	11:30 - 12:59
<b>BASIC SPANISH</b>	
COURSE KEY	ID 1105
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The students will learn basic vocabulary and simple verbal tenses and they will be able to name and describe objects in common situations such as home, classroom, supermarkets and restaurants. They will be able to compare past and present.
CRN	24177
MODALITY	Face to face
DAY	Mondays and Thursday
TIME	8:30 - 9:59

<b>INTERMEDIATE SPANISH</b>	
COURSE KEY	ID 1115
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Basic Spanish
DESCRIPTION	During this level, the students will develop the ability to start conversations in a socially appropriate manner with diverse interlocutors from different countries and will start participating more actively in conversations. The students will be able to make more important contributions such as giving examples to emphasize their point of view and they will easily deal with verbal tenses. The students will learn synonyms and antonyms and will practice various structures to enhance their precision in daily communication. The students will be able to write texts in order to express or inform the audience about their opinion.
CRN	24180
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	11:30 - 12:59
<b>ADVANCED SPANISH</b>	
COURSE KEY	ID 1125
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Intermediate Spanish
DESCRIPTION	The students will be able not only to hold a conversation, but also to change the subject and to start a conversation, lead and manipulate it. They will be able to deal with all common daily situations and adapt to unexpected situations without communication flaws. The students will be able to read factual and fictional texts. The students will also be able to write effectively about their own opinion and about facts. The students will start developing the argumentation skills; they will use complex structures to express themselves fluidly.
CRN	24410
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	8:30 - 9:59
<b>LIFE AND CULTURE IN MEXICO</b>	
COURSE KEY	ID 1155
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The students will understand the relevant aspects of daily life, popular culture, traditions, politics, history and economy in contemporary Mexico, in order to understand Mexicans and their culture.
CRN	27556
MODALITY	Face to face
DAY	Wednesdays
TIME	10:00 - 12:59

## DEPARTMENT OF HUMANITIES

### COMPARATIVE INTERNATIONAL CONTEXTS

COURSE KEY	HU 1015
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The student will be able to describe the economic, political, and cultural reality of a country different from Mexico.
CRN	18763
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	13:00 - 14:30