

## COURSES IN ENGLISH SPRING 2024

| UDEM SCHOOL OF BUSINESS                        |   |
|--|---|
| DEPARTMENT OF BUSINESS ADMINISTRATION          |   |
| FUNDAMENTALS OF MANAGEMENT                     |   |
| 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  | 10631   |
| MODALITY                                       | Online  |
| DAY  | Tuesdays and Fridays  |
| TIME   | 11:30 - 12:59   |
| INTEGRATED MARKETING COMMUNICATION             |   |
| 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  | 19897   |
| MODALITY                                       | Face to face  |
| DAY  | Tuesdays and Fridays  |
| TIME   | 13:00 - 14:29   |
| STRATEGIES OF SALES AND NEGOTIATION TECHNIQUES |   |
| 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  | 16784   |
| 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                                | 21139   |
| 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                                | 26093   |
| MODALITY                           | Face to face  |
| DAY                                | Tuesdays and Fridays  |
| TIME                               | 14:30 - 15:59   |
| <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                                | 17049   |
| MODALITY                           | Online  |
| DAY                                | Wednesdays  |
| TIME                               | 07:00 - 09:59   |

| <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                                     | 21730  |
| MODALITY                                | Online   |
| DAY                                     | Tuesdays   |
| TIME                                    | 19:00 - 21:59  |
| CRN                                     | 16789  |
| MODALITY                                | Face to face   |
| DAY                                     | Wednesdays   |
| TIME                                    | 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                                     | 24097  |
| MODALITY                                | Face to face   |
| DAY                                     | Mondays and Thursdays  |
| TIME                                    | 16:00 - 17:29  |
| <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                                     | 24078  |
| MODALITY                                | Face to face   |
| DAY                                     | Wednesdays   |
| TIME                                    | 10:00 - 12:59  |

| <b>CONSUMER BEHAVIOR</b>   |   |
|--|---|
| COURSE KEY   | AD 3446   |
| LEVEL  | Advanced  |
| CREDITS  | 6 UDEM / 3 US   |
| PREREQUISITES  | Marketing   |
| DESCRIPTION  | Upon completion of this course, students will be able to identify the factors influencing the behavior of human beings in their actions as consumers, for the purpose of supporting practical applications in the marketing field in relation to an assigned topic. |
| CRN  | 17640   |
| MODALITY   | Face to face  |
| DAY  | Wednesdays  |
| TIME   | 10:00 - 12:59   |
| <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  | 24618   |
| MODALITY   | Face to face  |
| DAY  | Mondays and Thursdays   |
| TIME   | 14:30 - 15:59   |
| <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  | 15036   |
| MODALITY   | Face to face  |
| DAY  | Mondays and Thursdays   |
| TIME   | 11:30 - 12:59   |
| <b>SUSTAINABILITY AND SOCIAL RESPONSIBILITY</b>                      |   |
| COURSE KEY   | AD 1201   |
| LEVEL  | Basic   |
| CREDITS  | 6 UDEM / 3 US   |
| PREREQUISITES  |   |
| DESCRIPTION  | At the end of the course, the student will be able to understand the implication of sustainable development in the management of organizations, as well as to identify the need to reconcile economic progress with natural resources and the needs of society.     |
| CRN  | 26350   |
| MODALITY   | Face to face  |
| DAY  | Mondays and Thursdays   |
| TIME   | 16:00 - 17:29   |
| CRN  | 22776   |

|   |  |
|---|--|
| MODALITY  | Face to face   |
| DAY   | Mondays and Thursdays  |
| TIME  | 10:00 - 11:29  |
| <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   | 23410  |
| MODALITY  | Face to face   |
| DAY   | Tuesdays and Fridays   |
| TIME  | 10:00 - 11:29  |
| <b>SOCIAL ENTREPRENEURSHIP</b>                        |  |
| COURSE KEY  | AD 2056  |
| LEVEL   | Intermediate   |
| CREDITS   | 6 UDEM / 3 US  |
| PREREQUISITES   | -Fundamentals of Management<br>-Microeconomics<br>-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   | 19975  |
| MODALITY  | Face to Face   |
| DAY   | Tuesdays and Fridays   |
| TIME  | 11:30 - 12:59  |
| <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   | 20093  |
| MODALITY  | Face to face   |
| DAY   | Mondays and Thursdays  |
| TIME  | 16:00 - 17:29  |

| <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                                  | 12700   |
| MODALITY                             | Online  |
| DAY                                  | Mondays and Thursdays   |
| TIME                                 | 17:30 - 18:59   |
| <b>BRAND MANAGEMENT</b>              |   |
| COURSE KEY                           | AD 3495   |
| LEVEL                                | Advanced  |
| CREDITS                              | 6 UDEM / 3 US   |
| PREREQUISITES                        | Consumer Analysis   |
| DESCRIPTION                          | Upon completion of this course, students will be able to design and implement branding strategies which are appropriate for the handling and administration of brand equity in order to generate sustained growth as well as adequate management through time.  |
| CRN                                  | 19920   |
| MODALITY                             | Face to face  |
| DAY                                  | Mondays and Thursdays   |
| TIME                                 | 17:30 - 18:59   |
| <b>DEPARTMENT OF ACCOUNTING</b>      |   |
| <b>FINANCIAL ANALYSIS</b>            |   |
| COURSE KEY                           | CO 1025 / CO 1045   |
| LEVEL                                | Intermediate  |
| 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                                  | 20172   |
| MODALITY                             | Face to face  |
| DAY                                  | Mondays and Thursdays   |
| TIME                                 | 8:30 - 9:59   |
| <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 assesing financial information systems that support the strategic decision making process, reviewing the internal control process.   |
| CRN                                  | 18463   |
| MODALITY                             | Online  |
| DAY                                  | Wednesdays  |
| TIME                                 | 10:00 - 12:59   |

| <b>FINANCIAL STRUCTURE AND COST OF CAPITAL</b> |   |
|--|---|
| COURSE KEY                                     | CO 2051   |
| LEVEL  | Intermediate  |
| CREDITS  | 6 UDEM / 3 US   |
| PREREQUISITES                                  | Financial Analysis, Development of Human Capital  |
| DESCRIPTION                                    | Understanding what the capital structure of an enterprise is and how to determine its optimum level in order to optimize the financing resources.   |
| CRN  | 25889   |
| MODALITY                                       | Face to face  |
| DAY  | Mondays and Thursdays   |
| TIME   | 8:30 - 9:59   |
| <b>DEPARTMENT OF ECONOMICS</b>                 |   |
| <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  | 27180   |
| MODALITY                                       | Face to face  |
| DAY  | Mondays and Thursdays   |
| TIME   | 16:00 - 17:29   |
| CRN  | 21054   |
| 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  | 21708   |
| MODALITY                                       | Online  |
| DAY  | Tuesdays and Fridays  |
| TIME   | 17:30 - 18:59   |

| <b>GLOBAL ECONOMY</b> |   |
|-----------------------|---|
| COURSE KEY            | EC2000  |
| LEVEL                 | Advanced  |
| CREDITS               | 6 UDEM / 3 US   |
| PREREQUISITES         | Microeconomics  |
| DESCRIPTION           | 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. |
| CRN                   | 20054   |
| MODALITY              | Online  |
| DAY                   | Tuesdays and Fridays  |
| TIME                  | 16:00 - 17:29   |

## UDEM SCHOOL OF LAW AND SOCIAL SCIENCE

### DEPARTMENT OF LAW

| <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                             | 27474  |
| MODALITY                        | Face to face   |
| DAY                             | Mondays and Thursdays  |
| TIME                            | 10:00 - 11:29  |

  

| <b>HUMAN RIGHTS</b> |  |
|---------------------|--|
| COURSE KEY          | DE 2411  |
| 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                 | 22302  |
| MODALITY            | Face to face   |
| DAY                 | Mondays and Thursdays  |
| TIME                | 08:30 - 09:59  |



| <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                            | 26426   |
| MODALITY                       | Face to face  |
| DAY                            | Wednesdays  |
| TIME                           | 19:00 - 21:59   |
| CRN                            | 15197   |
| MODALITY                       | Face to face  |
| DAY                            | Thursdays   |
| TIME                           | 19:00 - 21:59   |

## DEPARTMENT OF SOCIAL SCIENCE

| <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                               | 13346  |
| MODALITY                          | Face to face   |
| DAY                               | Mondays and Thursdays  |
| TIME                              | 16:00 - 17:29  |

| <b>POLITICAL GEOGRAPHY</b> |  |
|----------------------------|--|
| COURSE KEY                 | CS 1506  |
| 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                        | 20854  |
| MODALITY                   | Face to face   |
| DAY                        | Tuesdays and Fridays   |
| TIME                       | 14:30 - 15:59  |
| CRN                        | 20855  |
| MODALITY                   | Face to face   |
| DAY                        | Tuesdays and Fridays   |
| TIME                       | 10:00 - 11:29  |

| <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  | 20879  |
| MODALITY   | Face to face   |
| DAY  | Tuesdays and Fridays   |
| TIME   | 10:00 - 11:29  |
| <b>WORLD POLITICS</b>                                      |  |
| COURSE KEY   | CS 2026  |
| LEVEL  | Intermediate   |
| CREDITS  | 6 UDEM / 3 US  |
| PREREQUISITES  | Political Management and International Organizations   |
| DESCRIPTION  | Analyze World structure from a political approach.   |
| CRN  | 20884  |
| MODALITY   | Online   |
| DAY  | Wednesdays   |
| TIME   | 13:00 - 15:59  |
| <b>ENVIRONMENTAL PROBLEMS</b>                              |  |
| COURSE KEY   | CS 3104  |
| LEVEL  | Intermediate   |
| CREDITS  | 6 UDEM / 3 US  |
| PREREQUISITES  | Political Management and International Organizations   |
| DESCRIPTION  | Upon completion of the subject, the student will be able to analyze the causes, implications, and different responses of a variety of global environmental challenges. Students will also analyze the main ethical dimensions of the global environmental situation, examining the perspectives and approaches from key social scientific traditions that apply to environmental studies to identify the architecture of the global environmental governance system and the system deficiencies to address complex environmental challenges. |
| CRN  | 27440  |
| MODALITY   | Face to face   |
| DAY  | Tuesdays and Fridays   |
| TIME   | 14:30 - 15:59  |
| <b>INTERNATIONAL ORGANIZATIONS MANAGEMENT AND POLITICS</b> |  |
| COURSE KEY   | CS 2640  |
| LEVEL  | Intermediate   |
| CREDITS  | 6 UDEM / 3 US  |
| PREREQUISITES  | Theory of International Relations  |
| DESCRIPTION  | To identify problems that International organizations face nowadays as well as know their management.  |
| CRN  | 11586  |
| MODALITY   | Online   |
| DAY  | Mondays and Thursdays  |
| TIME   | 8:30 - 9:59  |

# 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           | 14689  |
| MODALITY      | Face to face   |
| DAY           | Tuesdays and Fridays   |
| TIME          | 14:30 - 15:59  |

### ANALYSIS OF PROJECT FEASIBILITY

|               |  |
|---------------|--|
| COURSE KEY    | IN 3393  |
| LEVEL         | Intermediate   |
| CREDITS       | 6 UDEM / 3 US  |
| PREREQUISITES | Introduction to Finances   |
| DESCRIPTION   | Operate technical, technological and economic evaluations of projects in the engineering area, especially in the environment of the company, using the concepts and conventional methods applied to examples and real cases including new products or expansion of the production, factors of risk, taxes and inflation. |
| CRN           | 16388  |
| MODALITY      | Face to face   |
| DAY           | Mondays  |
| TIME          | 19:00 - 21:59  |

# 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           | 10614  |
| MODALITY      | Online   |
| DAY           | Wednesdays   |
| TIME          | 8:30 - 9:59  |
| CRN           | 10616  |
| MODALITY      | Online   |
| DAY           | Wednesdays   |
| TIME          | 10:00 - 11:29  |

| <b>PROFESSIONAL WRITING IN ENGLISH</b>                 |   |
|--|---|
| 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  | 10892   |
| MODALITY   | Online  |
| DAY  | Thursdays   |
| TIME   | 17:30 - 18:59   |
| CRN  | 25158   |
| MODALITY   | Online  |
| DAY  | Mondays   |
| TIME   | 14:30 - 15:59   |
| <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  | 26668   |
| MODALITY   | Face to face  |
| DAY  | Mondays and Thursdays   |
| TIME   | 11:30 - 12:59   |
| CRN  | 27631   |
| MODALITY   | Face to face  |
| DAY  | Wednesdays  |
| TIME   | 14:30 - 17:29   |
| <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  | 25091   |
| MODALITY   | Face to face  |
| DAY  | Mondays and Thursdays   |
| TIME   | 11:30 - 12:59   |

| <b>BASIC SPANISH</b>              |  |
|-----------------------------------|--|
| COURSE KEY                        | ID 1545  |
| 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                               | 23002  |
| MODALITY                          | Face to face   |
| DAY                               | Mondays and Thursdays  |
| TIME                              | 11:30 - 12:59  |
| CRN                               | 26871  |
| MODALITY                          | Face to face   |
| DAY                               | Wednesdays   |
| TIME                              | 8:30 - 11:29   |
| <b>INTERMEDIATE SPANISH</b>       |  |
| COURSE KEY                        | ID 1546  |
| 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                               | 22959  |
| MODALITY                          | Face to face   |
| DAY                               | Wednesdays   |
| TIME                              | 8:30 - 11:29   |
| <b>UPPER INTERMEDIATE SPANISH</b> |  |
| COURSE KEY                        | ID 1547  |
| LEVEL                             | Advanced   |
| CREDITS                           | 6 UDEM / 3 US  |
| PREREQUISITES                     | Intermediate Spanish   |
| DESCRIPTION                       | The students will be able to write summaries of events, meetings, among others. Through a more developed vocabulary, the students will be able to communicate more efficiently and fluidly.  |
| CRN                               | 22964  |
| MODALITY                          | Face to face   |
| DAY                               | Tuesdays and Fridays   |
| TIME                              | 13:00 - 14:29  |

| <b>ADVANCED SPANISH</b>                   |   |
|---|---|
| COURSE KEY                                | ID 1548   |
| 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. |
| CRN                                       | 23005   |
| MODALITY                                  | Face to face  |
| DAY                                       | Wednesdays  |
| TIME                                      | 8:30 - 11:29  |
| <b>LIFE AND CULTURE IN MEXICO</b>         |   |
| COURSE KEY                                | ID 1155   |
| LEVEL                                     | Basic   |
| CREDITS                                   | 6 UDEM / 3 US   |
| PREREQUISITES                             |   |
| DESCRIPTION                               | The students will understand To 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                                       | 25212   |
| MODALITY                                  | Face to face  |
| DAY                                       | Mondays and Thursdays   |
| TIME                                      | 14:30 - 15:59   |
| CRN                                       | 25214   |
| MODALITY                                  | Face to face  |
| DAY                                       | Tuesdays and Fridays  |
| TIME                                      | 8:30 - 9:59   |
| <b>DEPARTMENT OF HUMANITIES</b>           |   |
| <b>COMPARATIVE INTERNATIONAL CONTEXTS</b> |   |
| 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                                       | 10527   |
| MODALITY                                  | Online  |
| DAY                                       | Mondays and Thursdays   |
| TIME                                      | 8:30 - 9:59   |
| CRN                                       | 10542   |
| MODALITY                                  | Online  |
| DAY                                       | Tuesdays and Fridays  |
| TIME                                      | 8:30 - 9:59   |
| CRN                                       | 17170   |
| MODALITY                                  | Online  |
| DAY                                       | Mondays and Thursdays   |
| TIME                                      | 11:30 - 12:59   |