

INNOVATION, DEVELOPMENT & NEGOTIATION

Innovation, Markets & Technological

Development

Bus 304

Identify the impact of technological development on the markets, the changes generated on consumer needs, and the ways to create, deliver and capture the value of innovation in order to recognize business opportunities.



Intercultural Negotiation & Communication

Bus 301

Identify the different negotiating styles, strategies and behavior across cultures to learn how to establish strategic business alliances and solve ethical dilemmas, while understanding the role of technology and intercultural communication in business processes to resolve business disputes through direct and mediated negotiations.



SOCIAL ENTREPRENEURSHIP & CORPORATE SUSTAINABILITY

Social Responsibility and Corporate Sustainability

Introduction to the concept of corporate social responsibility and its relationship to sustainability to recognize the importance of interest groups in achieving this relationship and the relevance of the social dimension.

Bus 400-level elective

Social Entrepreneurship

With the intention of promoting an entrepreneurial mindset and venture creation with social emphasis, students will be able to identify social & economical needs at a national/state/local level to foster development and generate innovative business ideas to address specific needs.

Bus 300-level Entrepreneurship elective

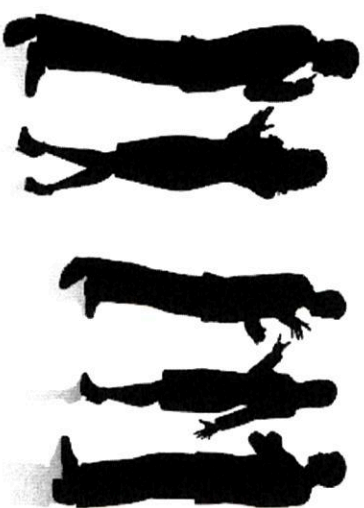


INTERNATIONAL MARKETING AND PUBLIC RELATIONS

International Marketing

Bus 415

Provide a vision to the marketing strategy planning and development in the context of an international environment. Understand the importance of a globalization approach, an efficient combination of the standardization strategy and local adaptation.



Public Relations

PR 100

Strengthen knowledge on organizational communication by deeply studying the field of public relations in companies or public, private and non-governmental institutions. Understand the function and the importance of creating, maintaining and improving organizations relations with all their audiences in both real and virtual environments.



CORRUPTION AND HUMAN RIGHTS



Corruption: Causes and Consequences

Overview of how corruption affects economies, political systems and societies; compare corrupt practices among Latin American countries, estimate the costs of corruption, and assess the strategies for reducing it.

15 300-level elective

Human Rights and World Politics

15 300-level elective

Review of the concepts of human rights (historical evolution, Universal Declaration of Human Rights, instruments of application in a regional level, new challenges for human rights, foreign policy, non-governmental organizations, and transnational corporations) to comprehend and analyze the fundamental rights in the international political framework.

These both count as

"Beyond Intros" in your BBA.

