

BUSINESS ADMINISTRATION FOR WHAT'S NEXT

BACHELOR IN BUSINESS ADMINISTRATION (BBA)

Become the visionary leader driving digital transformation, strategic growth, and data-driven business innovation.

The **Bachelor in Business Administration (BBA)** at UCENFOTEC prepares high-impact decision-makers to design, manage, and scale organizations within an increasingly globalized, tech-driven economy. By seamlessly combining core business strategy, financial expertise, and operational management with cutting-edge capabilities in Generative AI, Business Data Analytics, and Digital Transformation, our graduates don't just adapt to the future of business—they actively shape and lead it.

WHAT DOES A BUSINESS ADMINISTRATION PROFESSIONAL DO?

Designs and Executes Corporate Strategy: Develops strategic growth plans, oversees high-impact business initiatives, and aligns organizational operations with long-term financial and market goals.

Drives Digital & AI Transformation: Leverages generative artificial intelligence tools and modern information systems to optimize business processes, forecast demand, and boost productivity.

Leads Financial & Operational Planning: Oversees corporate budgets, analyzes financial patterns to maximize revenue, mitigates business risks, and ensures efficient resource management.

Powers Data-Driven Decision Making: Uses advanced business data analytics to evaluate key performance indicators (KPIs), deliver predictive insights, and capitalize on growth opportunities.

Manages High-Performing Multicultural Teams: Directs cross-cultural, international operations and leads multidisciplinary teams anchored in ethical principles, strategic leadership, and sustainability.

WHY CHOOSE THIS PROGRAM?

- **Next-Gen Business Curriculum:** Fuses classical corporate strategy and financial management with cutting-edge tools in Generative AI, Business Data Analytics, and Cybersecurity.
- **Real-World Experience from Day One:** Master practical business solutions through 2 Capstone Projects and a comprehensive Corporate Internship.
- **Global English Environment:** Delivered entirely in English, empowering you to operate seamlessly in international markets, cross-cultural teams, and multinational corporations.
- **XperienceEd™ Active Methodology:** Experience dynamic, hands-on learning that replaces traditional memorization with real-world business case studies, **interactive problem-solving, and continuous feedback.**
- **High-Impact Power Skills:** Develop critical leadership, intercultural communication, ethical decision-making, and continuous innovation capabilities—essential skills highly valued by top employers.

WHAT MAKES OUR PROGRAM UNIQUE?

- **Tech-Driven Business Education:** Unlike traditional management degrees, our curriculum bridges core corporate strategy with practical skills in Generative AI, Business Data Analytics, and Cybersecurity.
- **100% English Immersion:** Designed for a globalized market, the entire program is taught in English, preparing you to lead cross-cultural teams and navigate multinational operations confidently.
- **Hands-On Experiential Methodology:** Built on UCENFOTEC's XperienceEd™ methodology, replacing passive learning with interactive problem-solving, real-world case studies, and practical applications.

PROGRAM INFORMATION

	Courses:	41
	Credits:	132
	Duration:	3 years (9 quarters)
	Modality:	Live Virtual

- **Proven Professional Experience:** Graduate with a robust portfolio featuring 2 integrated Capstone Projects and a **Corporate Internship** in top public or private organizations.
- **Specialized Elective Tracks:** Customize your career path with cutting-edge electives in *Digital Transformation with AI*, *Prompt Engineering for Business*, *Data Analytics for Finance/Marketing*, and *Digital Commerce Strategy*.

THE SKILLS THAT WILL DIFFERENTIATE YOU IN THE JOB MARKET

- **AI & Tech Integration for Business:** Ability to leverage Generative AI tools, prompt engineering, and business information systems to automate operational processes and drive innovation.
- **Advanced Data Analytics & Predictive Insights:** Proficiency in analyzing business data, key metrics, and historical patterns to execute diagnostic, predictive, and prescriptive evaluations for strategic growth.
- **Financial Management & Risk Mitigation:** Mastery of financial diagnostics, budget oversight, cost accounting, and risk assessment to optimize corporate performance and increase profitability.
- **Strategic Leadership & Human Talent Management:** Talent in designing organizational strategies, optimizing human capital workflows, and leading cross-functional teams in high-performance environments.
- **Global Trade & Cross-Cultural Negotiation:** Expertise in coordinating international business operations, managing cross-cultural teams, and executing global commerce strategies driven by ethics and sustainability.
- **High-Impact Power Skills:** Advanced command of critical thinking, persuasive business communication in English, collaborative problem-solving, and continuous adaptability.

WHERE CAN YOU WORK? (WORK ENVIRONMENTS)

- **Multinational Corporations & Tech Enterprises:** Lead operations, strategic planning, and business analytics in global tech-driven organizations.
- **Financial Institutions & Fintechs:** Manage corporate budgets, evaluate risk, and analyze financial patterns to maximize profitability.
- **International Trade & Supply Chain Firms:** Oversee cross-cultural commerce, global logistics, and international relations.
- **Consulting & Business Strategy Agencies:** Guide companies through digital transformation, AI integration, and process optimization.
- **Public & Non-Profit Sector:** Direct administrative operations, manage resources, and lead sustainability initiatives in public institutions.

WHAT WILL YOU LEARN AND DEVELOP?

AREA OF KNOWLEDGE	COURSES	%
Business Strategy, Finance & Accounting	12	29%
Digital Transformation, AI & Technology	8	20%
Professional Development & Power Skills	7	17%
Operations, Supply Chain & International Trade	6	15%
Economics & Quantitative Methods	5	12%
Legal Framework & Business Compliance	3	7%
TOTAL	41	100%

JOB OUTLOOK AND EMPLOYABILITY

Job Outlook

- **Employment Rate:** 97%
- **Unemployment Rate:** 3%
- **Average time to employment:** 2 months

Reference Monthly Income (Net Ranges by Role/Seniority):

- **Junior / Recent Graduate:** \$640,000 - \$1,285,000
- **Intermediate:** \$695,000 - \$1,970,000
- **Senior / Specialist:** \$1,200,000 - \$2,650,000

Note: Compensation depends on the company, industry, English level, previous experience, and specific role.

Work Sectors:

- **Private Sector:** 83.8%
- **Public/State Sector:** 16.2%
- **Job Satisfaction:** 4.47/5

Source: 2026 Occupational References by the WageIndicator Foundation, reports from CINDE (2026) and PROCOMER.



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CENFOTEC University is authorized as a private university by the National Council of Private Higher Education (CONESUP) in Costa Rica. Additionally, the Information Technology Training Center (CENFOTEC) coexists as a Para-university Higher Education Institution authorized by the Higher Council of Education (CSE). CENFOTEC University is also an associate member of the National Accreditation System for Higher Education of Costa Rica (SINAES).

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