

Bachelor in Business Administration

Courses: 41
Credits: 132

Periods: 9 quarters
Duration: 3 years

I QUARTER
16 credits

II QUARTER
16 credits

III QUARTER
15 credits

IV QUARTER
14 credits

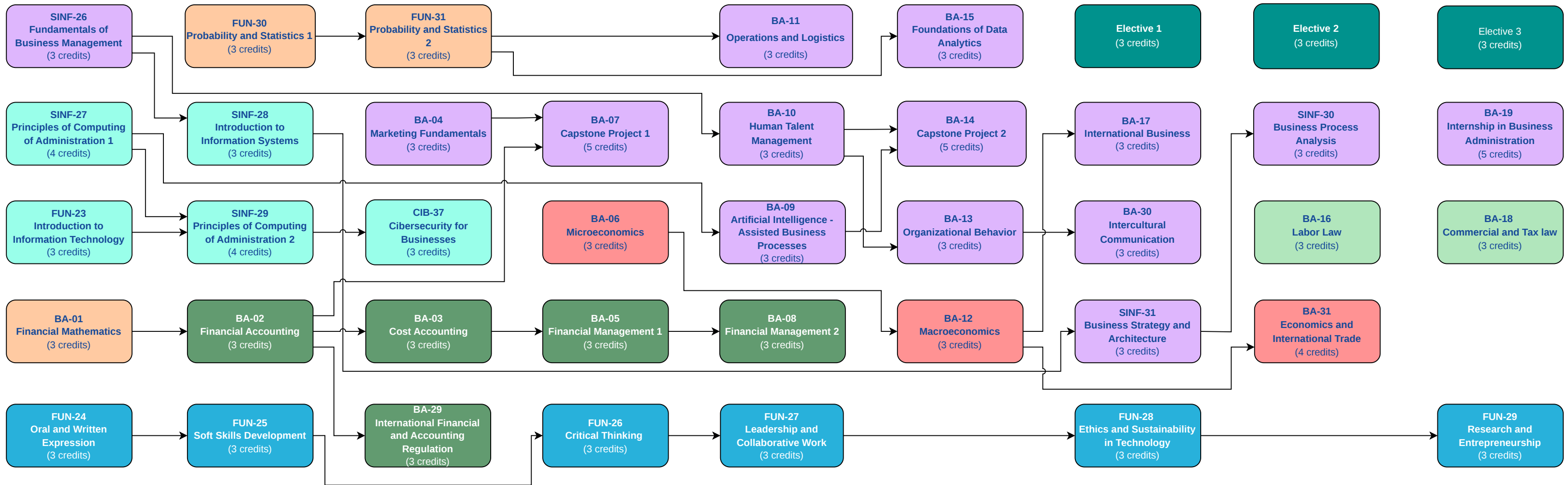
V QUARTER
15 credits

VI QUARTER
14 credits

VII QUARTER
15 credits

VIII QUARTER
13 credits

IX QUARTER
14 credits



Curricular Axes

Sustainability

Digital transformation

Critical thinking

Communication

Collaborative work and leadership

Knowledge Areas

Professional Development

Accounting and Finance

Economics

Business legislation

Mathematical-Statistical
Reasoning

Management

Business Informatics

Transversal Axes

Universality of Human Rights

Environmental Awareness and Culture of Peace

Ethics and Society

Research and Innovation

Academic and Professional Excellence

Electives

Elective 1

Elective 2

Elective 3

Courses

BA-20 Data Analytics for Marketing

BA-21 Generative Artificial Intelligence in Businesses

BA-22 Digital Marketing Strategies 1

BA-23 Supply Chain Data Analytics

BA-24 Prompt Engineering for Business Administration

BA-25 Digital Marketing Strategies 2

BA-26 Data Analytics for Finance

BA-27 Digital Transformation of Businesses with Artificial Intelligence

BA-28 Digital Marketing Strategies 3