



BUSINESS ADMINISTRATION

F O C U S E D O N M A R K E T I N G



UNIVERSIDAD
DEL ISTMO

SABER PARA SERVIR

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1**

FIRST SEMESTER

Cultural and Personal Development 1	2
Expression and Communication	5
Mathematics 1	5
General Accounting	5
Introduction to Management	5
At the end of the semester	Credits
Corporate Communication	5

SECOND SEMESTER

Cultural and Personal Development 2	2
Philosophical Anthropology	4
Statistics 1	4
Mathematics 2	5
Research Workshop	5
Financial Accounting	5
Strategic Management	6

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FIRST SEMESTER

Cultural and Personal Development 3	2
Ethics and Bioethics	4
Statistics 2	4
Costing and Budgeting	5
Economics 1	5
Marketing	5
Theology 1	2
Business Law	5
At the end of the semester	Hours
Internship 1 (Local Companies)	240

SECOND SEMESTER

Cultural and Personal Development 4	2
Theology 2	2
Financial Analysis	5
Economics 2	5
Logistics and Operations	5
Consumer Behaviour	5
Product Portfolio	4
At the end of the semester	Credits
Free Configuration Course 1	3

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FIRST SEMESTER

Cultural and Personal Development 5	2
Keys of Political and Economic Thought 1	4
Working Capital Management	5
Strategy and Direction (English)	5
Human Resources	7
Sales and Distribution Channels	5
Market Research (English)	5

SECOND SEMESTER

Cultural and Personal Development 6	2
Keys of Political and Economic Thought 2	4
Case Study Seminar 1	7
Capital Structure	5
Decisions Making	5
Sales Management	4
Advertising and Promotion	7
At the end of the semester	Credits
Free Configuration Course 2	3
	Hours
Internship 2 (Local Companies)	240

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FIRST SEMESTER

Cultural and Personal Development 7	2
Guatemalan Social Understanding	4
Negotiation Workshop (English)	5
Service Management (English)	5
Business Plan	5
International Marketing (English)	2
Public Relations (English)	5
At the end of the semester	Credits
Free Configuration Course 3 / Summer Course	3

SECOND SEMESTER

Cultural and Personal Development 8	2
Professional Deontology	4
Case Study Seminar 2 (English)	7
Financial Project Evaluation (English)	5
Marketing Plan (English)	2
Strategic Marketing (English)	5
At the end of the semester	Hours
Internship 3 (Local Companies)	360



FACULTAD DE CIENCIAS
**ECONÓMICAS
Y EMPRESARIALES**
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