

<b>LEARNING OUTCOMES</b>	
<b>Architecture (ARQ)</b>	
Mission and vision	
To educate and train committed professionals capable of designing architectural solutions that provide responses to the habitability needs of human beings and society, under an ethical, sustainable, technological, innovative, and socially responsible approach in both local and global environments.	
Learning Outcomes	
Conceptualize and develop design ideas and solutions that meet the needs and demands of an architectural project in relation to its environment. Plan and develop architectural and urban project, in accordance with the principles of sustainability, equity and universal accessibility to satisfy individual, collective, and contextual needs. Assess and propose cutting-edge technological construction, structural, and service systems, based on the principles of sustainability for architectural projects. Manage architectural and urban projects through the evaluation of sociocultural, administrative, financial, and normative aspects for their execution. Apply design and research methodologies that serve as a foundation for the conceptualization and development of projects, through theory, technology, and innovation.	
Courses	
Sustainable Architecture Theory, Project Analysis Tools, Sustainability and Environmental Rationality, Introduction to energy and resources, Green Building.	
<b>Civil Engineering (ICI)</b>	
Mission and vision	
To train professionals who takes advantage of the available resources to design projects, build and operate infrastructure that contributes to social, environment and economic development.	
Learning Outcomes	
Identify society necessities in civil constructions with the aim to improve life quality. Design sustainable and functional solutions that could solve design, construction and infrastructure problems according to national and international regulations. Design and evaluate projects in the different civil engineering and environmental areas through cost analysis, resources optimization with social and environmental responsibility.	
Courses	
Soil Management and Remediation, Engineering and Environmental Management, Air Quality, Sustainable Construction, Humanitarian Innovation.	
<b>Industrial and Systems Engineering (IIS)</b>	
Mission and Vision	
To train professionals with a broad capacity for analysis, design, management and implementation for productive and administrative processes always implementing solutions that exceed quality, efficiency and profitability standards using a systemic, sustainable and ethical approach.	
Learning Outcomes	
Design, implement and administer both administrative and productive systems. Learn to identify current necessities with sustainability approaches in a global environment. Develop innovation and engagement sense to face complex situation with an ethical manner.	
Courses	
Introduction to Engineering Project, Modern Energy Systems	
<b>Mechatronics Engineering (IMT)</b>	
Mission and vision	
To prepare innovative and entrepreneurial professionals, capable of integrating knowledge of mechanical, electronic, electrical and programming engineering. To promote industrial and technological development focused on 4.0 Industry.	
Learning Outcomes	
Identify problems and situations that require technically and economically feasible innovative solutions related to automation processes. Master mechanical and electronic systems to promote sustainable technological development in society. Design and implement innovative solutions related to mechatronics solutions that promote technological, ethical and sustainable development in society.	
Courses	
Introduction to Engineering Project, Modern Energy Systems	
<b>Computer Science and Technology Engineering (ITC)</b>	

Mission and vision
Develop professionals capable of apply the different Information Technologies for ethical software development and at the same time will be able to understand the needs of users from the context business. Promote sustainable technological development through products, processes and services in society. Teach professionals with the ability to develop innovative solutions with computational technologies in different scenarios to impact and transform their environment.
Learning Outcomes
Analyze a complex computing problem and apply principles of computing and other relevant disciplines to identify solutions. Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline. Recognize professional responsibilities and make informed judgments in computing practice bases on legal and ethical principles.
Courses
Technology base project, Interface Design
<b>Accounting and Finance (LCF)</b>
Mission and vision
To train and educate as an upright professional with integrity and a capacity for planning and analysis who is an expert in the presentation and interpretation of financial information, as well as in the making of responsible strategic decisions.
Learning Outcomes
Carry out financial planning through the analysis and interpretation of information, in order to create value in organizations. Analyze and asses investment opportunities, through the application of projections that enable professionals to make strategic financial decisions.
Courses
Sustainable Marketing, Sustainability and Social Responsibility, Sustainable Logistics for the Global Market, Introduction to global business, Market intelligence and global trends, Wellness and profitability in companies, Global seminar, Introduction to the economy and business, Economic history of Mexico, Introduction to global businesses, Market Intelligence and Global Trends, Wellness and profitability in companies, Global seminar.
<b>Business Creation and Innovation (LCIE)</b>
Mission and Vision
To train and educate leaders who are agents of change with the ability to analyze, innovate, validate, and start new businesses, in a culture of excellence. Graduates will develop the knowledge necessary to evaluate, transfer, and implement high-impact, innovative, sustainable solutions within a global environment.
Learning Outcomes
Applying problem-solving methodologies to undertake projects or businesses with a positive impact on society, through the design and implementations of strategies with value. Generating innovations through sustainable projects, evaluating technologies and/or business models. Analyzing large amounts of informations, applying data analysis and visualization programs and technologies that enable business decision-making. Analyzing technical, financial and marketing feasibility to promote the creation of new companies and/or scalable projects within a global context.
Courses
Sustainable Marketing, Sustainability and Social Responsibility, Sustainable Logistics for the Global Market, Introduction to global business, Market intelligence and global trends, Wellness and profitability in companies, Global seminar, Introduction to the economy and business, Economic history of Mexico, Introduction to global businesses, Market Intelligence and Global Trends, Wellness and profitability in companies, Global seminar.
<b>Graphic Design (LDG)</b>
Mision and Vision
To educate and train creative professionals who can effectively generate graphic design solutions, using different research means and design methodologies to facilitate visual communication. We aim to develop in them strategic decision-making skills focused on innovation and new technologies, taking into account the users and their environment.
Learning Outcomes
Professionals who are experts in visual communication, capable of collaborating in multidisciplinary teams, adapting to new technologies, and doing the research and information analysis necessary for the successful development of strategies. Generating pertinent graphic communication and strategic design solutions for the continuing improvement of products. Capable of creating new business model schemes for products and services, employing different project management and administration processes.
Courses

Seminar of Selected Artisms of Art, Architecture and Design. Creativity Study I. Business Strategies for Designers.
<b>Industrial Design (LDI)</b>
Mision and Vision
To encourage students to use the most advanced technology and get acquainted with the advantages of interdisciplinary
Learning Outcomes
Communicate their ideas and concepts through 2D and 3D representation using traditional and digital media. Make critical judgments on conceptual designed, based on the fundamentals of design, as well as on norms and stand Use technology for the modeling, prototyping, and development of models, as well as for the transformation of materia Understand, select, and integrate adequate components for the best mechanical operation of innovative design propos Develop new proposals for mass-produced products when researching and analyzing trends and markets, employing Collaborate in an interdisciplinary manner in order to create comprehensive solutions for the development of innovati
Courses
Energy and Resources, Environmental Regulations and Certifications, Home Automation and Immotics, Interior Energy Analysis, Energy and Sustainability Studies, Energy Applications Design Study, Design of Energy and Sustainability Systems, Innovation for Clean Energy
<b>Fashion Design (LDTM)</b>
Mision and Vision
To educate and train professionals who aim to be leaders in the fashion industry and who can propose innovative solutions, making use of the skills and competencies acquired throughout their degree program in design: innovation, production, responsible marketing, and entrepreneurship, succeeding in contributing high-impact products and services at the national and global levels, in response to the needs of an ever-changing industry.
Learning Outcomes
Fashion Designers have the ability to apply design, dressmaking, and textile development techniques and methods through the definition of problems and the development of creative solutions in response to a market demand. They know how to use trend-analysis and result-interpretation tools in order to develop and manage a project which is suitable to a demand or proposal, favoring its marketing
Courses
Sustainable Fashion Design Theory, Seminar of Selected Artisms of Art, Architecture and Design
<b>Economics (LEC)</b>
Mission and Vision
To train and educate leaders who apply critical, innovative thinking for the solution of problems in changing economic environments, handling negotiations in any economic situation to generate optimum, sustainable solutions with ethical and social responsibility.
Learning Outcomes
Develop econometric models that help to solve economic problems. Propose economic argumenta based on critical thinking, in order to generate new knowledge. Apply financial anaysis to support ethical decision-making in different organizations and companies. Develop teamwork skills in multidisciplinary and multicultural environments to enable professionals entrance in work environments.
Courses
Sustainable Marketing, Sustainability and Social Responsibility, Sustainable Logistics for the Global Market, Introduction to global business, Market intelligence and global trends, Wellness and profitability in companies, Global seminar, Introduction to the economy and business, Economic history of Mexico, Introduction to global businesses, Market Intelligence and Global Trends, Wellness and profitability in companies,Global seminar.
<b>Global Businesses (LNG)</b>
Mission and Vision
You will be fully trained as a professional with vision to identify business generation opportunities in the global market, attending to multicultural differences, applying economic, legal, financial and international logistics analysis, to design strategies that promote competitiveness from a private sector body or public, with an ethical perspective and within the framework of sustainability.
Learning Outcomes
Develop export business plans based on the objectives and resources of the company; Identify and analyze sources of economic, cultural, legal and financial information for decision-making in the institutional business environment.; Integrate, analyze and use international trade theories to take advantage of the benefits provided by trade agreements; Manage the logistic process of export and import of the company.
Courses

Sustainable Marketing, Sustainability and Social Responsibility, Sustainable Logistics for the Global Market, Introduction to global business, Market intelligence and global trends, Wellness and profitability in companies, Global seminar, Introduction to the economy and business, Economic history of Mexico, Introduction to global businesses, Market Intelligence and Global Trends, Wellness and profitability in companies, Global seminar.

### **International Marketing (LMI)**

#### **Mission and Vision**

To train and educate professionals who are competitive in the development of comprehensive marketing strategies that generate shared value and respond to the technological dynamic of the global market environment so that they can design, execute, and evaluate innovative strategies in real time, by focusing on the business, consumer, trade, advertising, and public relations.

#### **Learning Outcomes**

Design, execute and evaluate creative, comprehensive marketing strategies to satisfy consumers by integrating traditional, non-traditional, and digital tools. Develop strategies and capturing consumers through the use of advanced qualitative and quantitative research techniques. Analyze financial solutions to maximize strategy, through correct decision-making.

#### **Courses**

Sustainable Marketing, Sustainability and Social Responsibility, Sustainable Logistics for the Global Market, Introduction to global business, Market intelligence and global trends, Wellness and profitability in companies, Global seminar, Introduction to the economy and business, Economic history of Mexico, Introduction to global businesses, Market Intelligence and Global Trends, Wellness and profitability in companies, Global seminar.

### **Digital and Cinematography Production (LPCD)**

#### **Mission and Vision**

To train professionals experts in digital film production, including scriptwriting, direction, production, postproduction, and distribution. Make them able to generate dramatic audiovisual products and documentaries for cinema, television, and the new media; as well as venture into the entertainment industry as a film producer, distributor, or critic, contributing to the development of knowledge and a sustainable society.

#### **Learning Outcomes**

Conceptualizing, developing, producing and marketing cinematic films through the mastery of related theories and audiovisual products, for the creation of high-quality contents. Placing audiovisual and cinematic productions in the context of international industries, responding to the environment of the countries' audience and cultural industries, in order to contribute to their growth and development.

#### **Courses**

Ethics.

### **International Tourism (LTU)**

#### **Mission and Vision**

To train and educate professionals who are capable of designing, developing, and managing tourism products, events, and experiences that contribute to social well-being, leading public and private organizations related to the tourism industry with integrity and social responsibility.

#### **Learning Outcomes**

Manage processes in tourism and gastronomy industry that contribute to economic growth and to the responsible, sustainable, and accessible development of tourism, based on international quality standards. Manage and promote tourist destinations through the conservation of their tangible and intangible heritage in order to respond to market needs. Assess the feasibility of tourism-related projects, based on the sustainability criteria analysis for decision-making with and emphasis on justice and social well-being.

#### **Courses**

Sustainable Marketing, Sustainability and Social Responsibility, Sustainable Logistics for the Global Market, Introduction to global business, Market intelligence and global trends, Wellness and profitability in companies, Global seminar, Introduction to the economy and business, Economic history of Mexico, Introduction to global businesses, Market Intelligence and Global Trends, Wellness and profitability in companies, Global seminar.

### **Sustainable Innovation and Energy Engineering (IISE)**

#### **Vision and Mission**

To educate and train enterprising professionals who are socially responsible and mindful of the use of energy and resources, capable of generating and making decisions concerning the design, assessment, and management of sustainability and energy projects.

#### **Learning Outcomes**

Develop challenging ideas and projects with a high level of entrepreneurial initiative, social responsibility, and awareness of the correct use of energy and resources. Create interdisciplinary proposals and solutions for the present-day market, as well as for the future of energy and the environment. Communicate their ideas and concepts by presenting projects with technical foundations, economic feasibility, and social and environmental impact. Use technology for the modeling, prototyping, and development of technology for energy and sustainability.
Courses
Sustainable Architecture Theory, Project Analysis Tools, Sustainability and Environmental Rationality, Introduction to energy and resources, Green Building.