

COURSES IN ENGLISH FALL 2025

UDEM SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

FUNDAMENTALS OF MANAGEMENT

COURSE KEY	AD 1005
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of this course, students will be able to understand the administration process, from planning, organization, management, and control, in order to describe all these functions from the perspective of the new organizational trends.
CRN	24934
MODALITY	Online
DAY	Tuesdays and Fridays
TIME	11:30 - 12:59

INTEGRATED MARKETING COMMUNICATION

COURSE KEY	AD 3451
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	Upon completion of this course, students will be able to apply the integrated marketing communications model to achieve brand objectives, identifying the importance of coordinating the communication tools to develop an effective program based on the diagnosis of the current situation of the brand, a <i>differentiated value proposition and the analysis of consumer behavior</i>
CRN	32711
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	13:00-14:29

SALES INTELLIGENCE

COURSE KEY	AD 2323
LEVEL	
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	At the end of the course, the students will be able to analyze the evolution of the dynamic and competitive market, identifying the planning functions that define the competitive market, identifying the planning functions of the marketing manager and the basic marketing manager and the basic tools of decision making, in order to achieve an understanding of the principles and the understanding of modern sales principles and tools in the decision making process of sales management and define.
CRN	28892
MODALITY	Face to face
DAY	Tuesdays
TIME	19:00-21:59

SALES MANAGEMENT	
COURSE KEY	AD 2405
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The student will develop skills that enable an understanding of the organizational structure and the role of the sales manager within a company's marketing strategy. This includes market analysis, recruitment, hiring and motivation of salespeople, establishment of sales territories and quotas, demand forecasting, communication and accomplishment of sales activities
CRN	13615
MODALITY	Face to face
DAY	Thursdays
TIME	19:00 - 21:59
APPLIED LEADERSHIP IN BUSINESS	
COURSE KEY	AD 1218
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completing the course, the student will be able to identify the impact of their emotional intelligence and ethics on the organizations with which they interact, recognizing the relationship between both concepts in order to design strategies that promote sustainable development within those organizations. Additionally, the student will develop skills to form and work collaboratively in high-performance teams.
CRN	30965
MODALITY	Face to face
DAY	Wednesdays
TIME	19:00-21:59
MARKET RESEARCH	
COURSE KEY	AD 2437
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	-Marketing, Statistics
DESCRIPTION	Upon completion of this course, the students will be able to apply the market research process by carrying out research for a company. In addition, they will be also be able to use the Statistical Package for the Social Sciences (SPSS) for data analysis.
CRN	30643
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	10:00-11:29

LEADERSHIP IN ORGANIZATIONS	
COURSE KEY	AD 1200
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	By the end of the workshop, the students will be able to describe the processes required to diagnose, analyze, define changes, implement and evaluate their effects at an organizational and individual level, applying competencies of a transformational leadership.
CRN	18058
MODALITY	Face to face
DAY	Wednesdays
TIME	07:00 - 09:59
MARKETING	
COURSE KEY	AD 1400
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of this course, students will be able to apply useful tools to understand how the market works, find out what the most efficient means are within the market, and choose the type of market that offers the best conditions to develop marketing activities.
CRN	32014
MODALITY	Face to face
DAY	Wednesdays
TIME	10:00-11:29
INTERNATIONAL MARKETING	
COURSE KEY	AD 2418
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	Understanding the subjects related to marketing management in a global market environment and
CRN	15855
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	16:00-17:29

INTERNATIONAL NEGOTIATION MODELS	
COURSE KEY	AD 2025
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Learning the models, techniques and tools necessary to develop skills that enable an efficient negotiation in the international context.
CRN	15183
MODALITY	Face to face
DAY	Wednesdays
TIME	16:00 - 18:59
CONSUMER BEHAVIOR	
COURSE KEY	AD 3446
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	Upon completion of this course, students will be able to identify the factors
CRN	19198
MODALITY	Online
DAY	Mondays and Thursdays
TIME	10:00 - 11:29
CRN	29000
MODALITY	Online
DAY	Mondays and Thursdays
TIME	8:30-9:59
STRATEGIC PLANNING	
COURSE KEY	AD 2070
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The student will understand the concepts, methodologies and techniques for the design and
CRN	19156
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	14:30 - 15:59

SUSTAINABILITY, ETHICS, AND SOCIAL RESPONSIBILITY IN BUSINESS	
COURSE KEY	AD 2001
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of this course, students will be able to identify the ethical, social, and environmental issues which are relevant to a business, in order to devise strategies to address them.
CRN	19209
MODALITY	Online
DAY	Mondays and Thursdays
TIME	10:00-11:29
SUSTAINABILITY AND SOCIAL RESPONSIBILITY	
COURSE KEY	AD 1201
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	At the end of the course, the student will be able to understand the implication of
CRN	27004
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	16:00 - 17:29
CRN	28009
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	11:30 - 12:59
ENTREPRENEURSHIP AND SUSTAINABLE BUSINESS MODELS	
COURSE KEY	AD 1217
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completing the course, the student will be able to identify sustainable business models
CRN	32404
MODALITY	Face to face
DAY	Wednesdays
TIME	10:00-12:59

BUSINESS PLAN	
COURSE KEY	AD 2015
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Financial Analysis, Exclusive for Business students
DESCRIPTION	At the end of the course, the student will be able to identify the key factor to visualize, define,
CRN	20936
MODALITY	Face to Face
DAY	Mondays and Thursdays
TIME	17:30 - 18:59
BRAND POSITIONING AND MANAGEMENT	
COURSE KEY	AD 2363
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Consumer Analysis
DESCRIPTION	Upon completion of the subject, the student will be able to design and implement brand positioning
CRN	29344
MODALITY	Face to Face
DAY	Mondays and Thursdays
TIME	16:00-18:59
STRATEGICS OF COMERCIALIZATION	
COURSE KEY	AD 2252
LEVEL	
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	Upon completion of this course, students will be able to identify the performance of salespeople and
CRN	32418
MODALITY	Face to Face
DAY	Thursdays
TIME	16:00-17:29

LEADERSHIP TRENDS	
COURSE KEY	AD 1203
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completing the course, the student will be able to create sustainable entrepreneurship
CRN	22485
MODALITY	Online
DAY	Tuesdays
TIME	14:30-15:59
BRAND MANAGEMENT	
COURSE KEY	AD 3495
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Consumer Analysis
DESCRIPTION	Upon completion of this course, students will be able to design and implement
CRN	17460
MODALITY	Face to face
DAY	Wednesdays
TIME	16:00-18:59
DEPARTMENT OF ACCOUNTING	
FINANCIAL ANALYSIS	
COURSE KEY	CO 1045
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	Financial Information in Business
DESCRIPTION	Upon completion of this course, students will be able to interpret the accounting information
CRN	24623
MODALITY	Face to face
DAY	Mondays
TIME	8:30 - 11:29

FINANCIAL INFORMATION IN BUSINESS	
COURSE KEY	CO 1003
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completing the course, the student will be able to describe the content of financial information, its relevance and usefulness for decision-making in the proper management of companies. Additionally, they will relate the effect that the main transactions a company carries out
CRN	31761
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	11:30 - 12:59

DEPARTMENT OF ECONOMICS

INTEGRATIVE BUSINESS SEMINAR	
COURSE KEY	EC 1223
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	Business Plan
DESCRIPTION	Upon completing the course, the student will be able to analyze organizational issues from an integrative perspective, aiming to formulate solutions to practical situations through the development of specific case studies.
CRN	29847
MODALITY	Online
DAY	Mondays
TIME	19:00-21:59

STRATEGIES FOR THE GLOBAL MARKET	
COURSE KEY	EC 3002
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	International Trade
DESCRIPTION	At the conclusion of the course, students will be able to implement the strategic and analytical thinking in the internationalization of the company and know explain the different tools and programs developed by the private sector, public sector and international organizations for implementation and strategic control.
CRN	29233
MODALITY	Online
DAY	Mondays and Thursdays
TIME	16:00 - 17:29
CRN	29234
MODALITY	Online
DAY	Thursdays
TIME	16:00-18:59
INTERNATIONAL BUSINESS ENVIRONMENT	
COURSE KEY	EC 2240
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Microeconomics
DESCRIPTION	The student will learn and evaluate the factors that determinate the cultural, political, economic, and legal environments and the risk they can represent to companies in an internationalization process.
CRN	30848
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	11:30-12:59
MONEY AND BANKING	
COURSE KEY	EC 2050
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Macroeconomics, Statistics
DESCRIPTION	Upon completing the course, the student will be able to analyze the role of money, institutions, and financial markets in the economy, examining the determinants of the risk and term structure of interest rates, as well as the role of the Central Bank in determining the money supply. This will enable them to make informed economic and financial decisions.
CRN	25622
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	16:00-17:30
INTERNATIONAL TRADE STRATEGIES	
COURSE KEY	EC 3275
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	International Trade
DESCRIPTION	Upon completing this course, the student will be able to apply strategic and analytical thinking in the internationalization of the company and explain the different tools and programs developed by the private sector, public sector, and international organizations for strategic implementation and control.
CRN	29235
MODALITY	Online
DAY	Thursdays
TIME	16:00-18:59

UDEM SCHOOL OF LAW AND SOCIAL SCIENCE

DEPARTMENT OF LAW

PUBLIC INTERNATIONAL LAW

COURSE KEY	DE 2515
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Theory of Law
DESCRIPTION	The student will understand the public international law within the context of law and how it affects international law in our country, as well as analyze the international legal framework and the ways of resolving international disputes.
CRN	30411
MODALITY	Hybrid
DAY	Mondays and Thursdays
TIME	10:00-11:29

HUMAN RIGHTS

COURSE KEY	DE 2411
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Constitutional Law
DESCRIPTION	The student will understand the main scenarios raised by the philosophy of fundamental rights regarding the conception of man as a citizen who is aware of his rights and duties and who actively participates with an ethical sense and awareness of citizenship.
CRN	29110
MODALITY	Hybrid
DAY	Mondays and Thursdays
TIME	08:30 - 09:59

INTERNATIONAL CONTRACTS

COURSE KEY	DE 3515
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Exclusive for International Business students
DESCRIPTION	The student will analyze the main elements, characteristics and consequences of the contracts handled in international trade and its application to specific cases.
CRN	16755
MODALITY	Face to face
DAY	Wednesdays
TIME	19:00 - 21:59
CRN	30430
MODALITY	Face to face
DAY	Tuesdays
TIME	19:00 - 21:59

BUSINESS AND HUMAN RIGHTS

COURSE KEY	DE 3438
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Analyze and distinguish the historical evolution of the issue and the different interpretations of the role of the company in society
CRN	33017
MODALITY	Hybrid
DAY	Mondays and Thursdays
TIME	7:00-8:29

DEPARTMENT OF SOCIAL SCIENCE

INTERNATIONAL NEGOTIATIONS

COURSE KEY	CS 2028
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	To understand the negotiation's processes in the international arena, identifying the important elements of conflict resolution.
CRN	27820
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	19:00 - 20:29

NORTH AMERICAN STUDIES SEMINAR

COURSE KEY	CS 2710
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Being in 5th semester or above
DESCRIPTION	This course offers an overview of North American thought and values as well as it studies the way society and culture in this part of the world was structured and formed.
CRN	27607
MODALITY	Online
DAY	Tuesdays and Fridays
TIME	10:00 - 11:29

ENVIRONMENTAL PROBLEMS	
COURSE KEY	CS 3104
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	At the end of the course, the student will be able to analyze the causes and implications of a variety of global environmental challenges and different forms of response of global environmental challenges and different forms of response.
CRN	30219
MODALITY	Online
DAY	Mondays and Thursdays
TIME	14:30-15:59
MANAGEMENT AND POLICIES OF INTERNATIONAL ORGANIZATIONS	
COURSE KEY	CS 2023
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	?????
DESCRIPTION	At the end of the course, the student will be able to evaluate and analyze the problems faced by international organizations, based on knowledge of their functioning, the decision-making process and the mechanisms for resolving conflictive situations; <small>this in order to recognizing the nature, organization and performance of the different international</small>
CRN	26402
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	14:30-15:59

UDEM SCHOOL OF ENGINEERING

DEPARTMENT OF ENGINEERING

PROJECT MANAGEMENT

COURSE KEY	IN 2420
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Differential Equations
DESCRIPTION	The student will learn to manipulate signals by means of Fourier, Laplace and Z
CRN	32866
MODALITY	Face to face
DAY	Tuesdays
TIME	19:00 - 21:59

UDEM SCHOOL OF EDUCATION AND HUMANITIES
DEPARTMENT OF MODERN LANGUAGES

ACADEMIC WRITING

COURSE KEY	ID 1500
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The students will be able to write correctly different academic documents, conferences, essays,
CRN	24257
MODALITY	Online
DAY	Wednesdays
TIME	16:00 - 17:29

PROFESSIONAL WRITING IN ENGLISH

COURSE KEY	ID 1505
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Knowing the internationally accepted formats (C.V., reports, memos, emails) and
CRN	32540
MODALITY	Online
DAY	Thursdays
TIME	17:30 - 20:29
CRN	32557
MODALITY	Face to face
DAY	Wednesdays
TIME	8:30-11:29

EFFECTIVE COMMUNICATION IN ENGLISH FOR BUSINESS

COURSE KEY	ID 1515
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Knowing and understanding the business culture from other countries as well as
CRN	31692
MODALITY	Face to face
DAY	Wednesdays
TIME	14:30 - 17:29
CRN	32523
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	10:00-11:29
CRN	32524
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	13:00-14:29

BASIC SPANISH	
COURSE KEY	ID 1545
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The students will learn basic vocabulary and simple verbal tenses and they will be able to name and
CRN	24177
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	11:30 - 12:59
CRN	27763
MODALITY	Face to face
DAY	Wednesdays
TIME	8:30 - 11:29
INTERMEDIATE SPANISH	
COURSE KEY	ID 1546
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Basic Spanish
DESCRIPTION	During this level, the students will develop the ability to start conversations in a socially appropriate
CRN	32051
MODALITY	Face to face
DAY	Wednesdays
TIME	8:30 - 11:29

ADVANCED SPANISH	
COURSE KEY	ID 1548
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Intermediate Spanish
DESCRIPTION	The students will be able not only to hold a conversation, but also to change the subject and to start
CRN	24410
MODALITY	Face to face
DAY	Wednesdays
TIME	8:30 - 11:29
LIFE AND CULTURE IN MEXICO	
COURSE KEY	ID 1155
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The students will understand To the relevant aspects of daily life, popular culture, traditions,
CRN	27685
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	14:30 - 15:59
CRN	28039
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	8:30 - 9:59

UDEM SCHOOL OF ARCHITECTURE AND BUILDING ENVIRONMENT**DEPARTMENT OF ARCHITECTURE****GENERATIVE GEOMETRY**

COURSE KEY	AH 2218
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	Morphology
DESCRIPTION	parametric associative, generative computational design, and digital fabrication. Aiming to develop
CRN	27065
MODALITY	Face to face
DAY	Thursdays
TIME	13:00-15:59
CRN	27069
MODALITY	Face to face
DAY	Thursdays
TIME	10:00-12:59
CRN	27077
MODALITY	Face to face
DAY	Tuesdays
TIME	13:00-15:59

DESIGN STUDY I

COURSE KEY	AH 2211
LEVEL	Intermediate
CREDITS	6 UDEM /3 US
PREREQUISITES	
DESCRIPTION	Collectively debate the ideas and positions of the theoretical framework through a critical approach that generates reflection on architectural practice related to housing
CRN	31906
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	13:00-15:59

SUSTAINABLE ARCHITECTURE

COURSE KEY	AH 2026
LEVEL	Basic
CREDITS	6 UDEM /3 US
PREREQUISITES	
DESCRIPTION	Identify and distinguish the principles of sustainability in building design, analyzing related theories
CRN	26521
MODALITY	Face to face
DAY	Mondays
TIME	16:00-18:59

HISTORY OF UNIVERSAL ARCHITECTURE

COURSE KEY	AH 2433
LEVEL	Basic
CREDITS	6 UDEM /3 US
PREREQUISITES	
DESCRIPTION	Distinguish the emergence of the first civilizations in prehistory as a response to specific climatic
CRN	26502
MODALITY	Face to face
DAY	Tuesdays
TIME	7:00-9:59

DEPARTMENT OF DESIGN

2D ANIMATION

COURSE KEY	DX 1232
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	At the end of the subject, the student will be able to recognize the 2D fundamentals,
CRN	28176
MODALITY	Face to face
DAY	Fridays
TIME	11:30 - 14:29
CRN	29945
MODALITY	Face to face
DAY	Tuesdays
TIME	11:30 - 14:29

STORYBOARD AND VISUAL NARRATIVE

COURSE KEY	DX 2131
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	
CRN	27117
MODALITY	Face to face
DAY	Mondays
TIME	8:30-11:29
CRN	27118
MODALITY	Face to face
DAY	Thursdays
TIME	8:30-11:29