



Certificate Programs at Campus Cuernavaca

We offer three Certificate Programs which are open to all international students at no extra cost.

Certificate in Latin American and Humanistic Studies

This certificate is designed for students who wish to acquire basic skills of analysis, knowledge and conceptual understanding of human phenomena in general and the Latin American reality in particular, in order to develop a deeper vision of human beings and to understand the role that Latin America plays in the modern world.

- **NOTE: Available during Spring semester only.**

Requirements:

- Students must complete 4 required courses of this Certificate Program (2 compulsory courses and 2 electives).
- Students must receive no less than a grade of 80 in any of the classes of the program.
- Intermediate level of Spanish required as a minimum

Compulsory Courses (choose TWO):

- H2023 History of Latin American Art
- H3009 Contemporary Latin American Literature
- RI1004 International Politics
- RI1006 History of Latin America and the Caribbean

Students must choose TWO from these Elective Courses:

- H2002 Ethics, Profession, and Citizenship
- H2027 Social Responsibility and Citizenship
- H2028 Culture of Mexico (this one **OR** H3019, not both)
- H3019 Culture and Thought of Mexico (this one **OR** H2028); taught in English
- MI2000 Informative Journalism
- RI2005 History of North America (taught in English)



Certificate in Information Technologies and Business Innovation

This certificate is designed for students who wish to acquire basic skills and knowledge on decision making and projects management through the use of information technologies, as well as to develop specific competences necessary for market and financial research in order to write effective business plans and create new companies.

- **NOTE: Available during the Fall semester only.**

Requirements:

- Students must complete 4 required courses of the certificate program
- Students must choose 2 courses from each field of study
- Students must receive no less than a grade of 80- in any of the classes of the program
- Intermediate level of Spanish
- Previous knowledge of Descriptive Statistics
- Previous knowledge of Finance

Course Options per Fields of Study:

Business

- MT1001 Marketing
- MT2012 Market Intelligence (previous knowledge on Basic Statistics required)
- FZ2004 Projects Evaluation and Firms Valuation (previous knowledge on Finance required)
- EM3004 Entrepreneurial Development

Information Technologies and Communications

- TI1000 Data Base Access Fundamentals
- TC1001 Introduction to Computer Science
- TI2000 Information Technology Management
- TI3001 Information Technology Strategic Planning (virtual course)



Certificate in Communication Studies

This certificate offers students an opportunity to acquire specialty skills and a conceptual understanding of contemporary communication topics in order to develop effective communication practices as well as the ability to fashion quality products for different media.

- **NOTE: Available during the Fall semester only.**

Requirements:

- Students must complete 4 required courses of this Certificate Program (2 compulsory courses and 2 electives).
- Students must receive no less than a grade of 80 in any of the classes of the program.
- Intermediate level of Spanish required as a minimum

Compulsory Courses (choose TWO):

- CO1004 Media, Culture and Society
- CO2005 Mass Communication (taught in English)
- CO2007 International Communication (taught in English)
- CO3003 Communication and Advertising

Students must choose TWO from these Elective Courses:

- AV1001 Graphic Design
- AV2001 Audiovisual Production
- CO2006 Communication and Cultural Studies
- CR2001 Corporate Image
- H1029 Semiotics
- MI2002 Interpretative Journalism