

SCHOOL	COURSE NAME	LANGUAGE OF STUDY	DAYS	CLASS TIME (at local time zone)	ETCS	COURSE DESCRIPTION
UDLAP	International Trade Agreements	English	Tuesday, Thursday	13:00 - 14:15	6	At the end of this course, the student will be able to apply, in specific cases, his/her knowledge regarding opportunity niches that are available to Mexican and foreign companies in the commercial treaty regulatory framework.
UDLAP	International Marketing	English	Monday, Wednesday	13:00 - 14:15	6	Identify international and global marketing concepts and theories, applying analysis tools to develop successful strategies for products and services in international markets to improve the position of the company in the market.
UDLAP	International Corporate Strategy	English	Saturday	10:00 - 12:30	6	At the end of this course, the student will be able to understand how companies formulate, implement and evaluate strategies. The student will be able to plan the future direction of different organizations, making objective strategy decisions and justifying them.
UDLAP	Business Regulation in Mexico	Spanish	Monday, Friday	13:00 - 14:15	6	Understand the basic principles and guidelines for conducting business in Mexico through the specific analysis of the framework established by Mexican law on business matters, in order to identify the legal context of business development in the country.
NC STATE Poole College of Management	Traditional and Digital Brand Promotion	English	Tuesday, Thursday	11:45 - 13:00 13:30 - 14:45	6	This course focuses on advertising and integrated brand promotions, spanning both traditional and digital media. Emphasis is on the brand. Includes development of marketing communications strategy and campaign materials, from consumer insight generation to creative execution.
NC STATE Poole College of Management	Corporate Finance	English	Tuesday, Thursday	10:15 - 11:30 11:45 - 13:00	6	Advanced theory and practice of corporate financial management. Topics covered include: asset management, evaluating financial statements, capital budgeting, alternative investments, cash flow management, equity valuation, and financing. Corporate financial policy decisions will include: cost of capital, capital structure, and dividend policy decisions.
NC STATE Poole College of Management	Investment and Portfolio Management	English	Tuesday, Thursday	15:00 - 16:15 16:30 - 17:45	6	Advanced theory and practice of corporate financial management. Topics covered include: asset management, evaluating financial statements, capital budgeting, alternative investments, cash flow management, equity valuation, and financing. Corporate financial policy decisions will include: cost of capital, capital structure, and dividend policy decisions.
 UNIVERSITÀ CATTOLICA del Sacro Cuore	Management of Italian Excellence: Seminar	English	Thursday	14:30 - 17:30	5	The aim of the course is to provide students with an understanding of the key characteristics of the Italian industrial and business contexts with a focus on the key industries (fashion, furniture, food & beverage, etc.). The course explores the features and challenges of Made in Italy and addresses the peculiarities of the Italian business system (SMEs, industrial districts). Furthermore, it provides an overview of corporate growth modes of Made in Italy firms.