

Bachelor of Science in Business Administration



Our Mission... Your Future!

*Major in
Marketing and Management
of Tourism Services*

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PROGRAM DESCRIPTION

The degree in Business Administration, Marketing and Management of Tourism Services, aims to provide the student with skills and abilities aimed at the management of tourism companies with comprehensive quality preparation based on proactive values, with leadership and knowledge of the new international tourism trends to develop practical and scientific applications in relation to the strategic needs of tourism companies and organizations, facing the challenges of globalization and strengthening the competitiveness of the multinational tourism offer.

GRADUATE PROFILE

This high level professional graduates with the knowledge and skills that allow him to actively participate in the formulation, execution and evaluation of management projects, promotion and sale of tourism services with the ability to understand, describe and analyze the socio-economic environment of tourism. to generate ventures, designed and applied under policies based on sustainable tourism for the conservation and valuation of resources.

UNDERGRADUTE ENTRY REQUIREMENT

• High-school graduates (High-school):

Applicants who have completed High-school or secondary education in or outside the USA.

• Undergraduates:

Applicants who completed a bachelor degree issue by national or foreign higher-education institute who want to get academic credit for previous studies.

ADMISSION REQUIREMENTS

- High school diploma issued by a national or foreign educational institution.
- Bachelor or Associate Degree from a national or a foreign higher-education institution for those who want to get credit transfer for recognition of previous studies from other universities.
- Official transcripts (for graduate applicants and for those who require academic credit transfer for previous studies from other national or foreign higher-education institution).
- Valid identification (citizen ID or passport for foreign citizens).
- Admission and registration fees receipt.

IMPORTANT NOTES

- Official transcripts and degrees issued by foreign university education institutions must have the corresponding legal translation (this requirement has to be processed by the applicant).
- Official transcripts and degrees issued by foreign university education institutions must have the certification issued by a credential evaluation agency accredited in the United States for recognition of international education qualifications (this process is managed by FGU).

CIP CODE: 520201



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COURSE PLAN

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION Major in Marketing and Management of Tourism Services

General Education Courses

(12 Cursos/36 HC)

CÓD.	LISTA DE CURSOS	HORAS DE CRÉDITO
ARH250	Art History *	3
BSC105	Biology*	3
ENC101	College Composition I*	3
ENC202	College Composition II*	3
ENV101	Environmental Science*	3
MAC105	College Algebra I *	3
MAC114	College Algebra II *	3
PHI210	Critical Thinking *	3
PSY201	Psychology *	3
SOC201	Sociology *	3
SPC260	Oral Communication *	3
STA275	Statistics*	3
Sub-Total		36

Core Courses

(8 Cursos/24 HC)

CÓD.	LISTA DE CURSOS	HORAS DE CRÉDITO
ACG201	Principles of Accounting	3
ACG207	Cost Accounting	3
BUA430	Operations Administrations	3
BUA488	Research Methods	3
BUL224	Business Law	3
CGS300	Strategic Program Techniques	3
EBU411	e-Commerce	3
ECO202	Principles of Microeconomics	3
FIN222	Finance	3
FIN303	Financial Management	3
FIN410	Accounting for Managerial Decision Making	3
GEB311	Business Fundamentals	3
GEB341	Ethics in Business	3
HRM401	Human Resource Management	3
MAN302	International Business	3
MAN307	Strategic Management	3
MAN321	Principles of Management	3
MAN340	Organizational Behavior	3
MAN480	Capstone	3
MAR311	Principles of Marketing	3
MAR420	Sales Management	3
PHI260	Introduction to Ethics	3
QMB310	Strategic Planning and Leadership	3
Sub-Total		69

Three Major Tracks

(5 Cursos/12 HC)

CÓD.	LISTA DE CURSOS	HORAS DE CRÉDITO
TII401	Tourism introduction	3
MTD402	Management of tourist destinations	3
SPP401	Strategic planning	3
TPP401	Tourist promotion	3
CPR402	Communication and public relations	3
Sub-Total		15



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