

**International Affairs and Academic Cooperation Office**

List of Courses Taught in English and French 2024

* 79 courses taught in English in 11 Educational Programs:

• BSc in Law (3) • BA in Public Relations and Advertising (6)

• BSc in Marketing (11) • BSc in Telematics (2)

• BSc in Physics (6) • BSc in Mathematics (5)

• BSc in Tourism Management (13) • BSc in Mechanical and Electrical Engineering (5)

• BSc in Intelligent Computation Engineering (1) • BSc in Finance (4)

• BA in Language Teaching (23)

* 11 courses taught in French in one Educational Program:

• BA in Language Teaching

* Total of Educational Programs (English-based only):

• BSc in International Business

* Total of Undergraduate Bilingual Programs:

• Bachillerato Técnico #33

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| **Faculty of Law** | | | | |
| **Bachelor** | **Semester Information** | **Course Name** | **Professor** | **Prerequisite** |
| **BSc in Law** | **Fall Semester** | | | |
| (5th) | Company Law and Commercial Bankruptcy | Dr. Óscar Javier Solorio Pérez | None |
| (7th) | Public International Law | Dra. Bárbara Mancera Amezcua | None |
| (8th) | Private International Law | Dra. Bárbara Mancera Amezcua | None |

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| **Faculty of Marketing** | | | | |
| **Bachelor** | **Semester Information** | **Course Name** | **Professor** | **Prerequisite** |
| **BA in Public Relations and Advertising** | **Spring Semester** | | | |
| (2nd) | Image Workshop | Martha Godínez | None |
| (4th) | Construction of the Advertising Message | Miguel Macías Amador | None |
| (4th) | Media Production I | José Ángel Becerra | None |
| **Fall Semester** | | | |
| (3rd) | Personal Branding | Martha Godínez / Hiatziry Castrejón | None |
| (3rd) | Visual Communication | Miguel Macías | None |
| (7th) | Image Studies | Marcela Díaz López | None |

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| **Faculty of Marketing** | | | | |
| **Bachelor** | **Semester Information** | **Course Name** | **Professor** | **Prerequisite** |
| **BA in Marketing** | **Spring Semester** | | | |
| (2nd) | Market Segmentation | María Santarriaga Pineda | None |
| (2nd) | Market and Consumer Society | Hiatziry Castrejón | None |
| (4th) | Advertising and Merchandising | Joaquín Carrillo Hidalgo | None |
| (4th) | E-Commerce | Claudia Velázquez | None |
| (4th) | Service Marketing | Miguel de la Vega | None |
| (6th) | **Elective V**: Non-profit Marketing | Hiatziry Castrejón | None |
| **Fall Semester** | | | |
| (3rd) | Place and Logistics | José Francisco Soto | None |
| (3rd) | Sales Administration | Claudia Velázquez | None |
| (5th) | International Commerce | Hugo Torres Moreno | None |
| (5th) | Promotion and Marketing Communication | Joaquín Carrillo Hidalgo | None |
| (7th) | Market Research Seminar | María Santarriaga Pineda | None |

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| **Faculty of Telematics** | | | | |
| **Bachelor** | **Semester Information** | **Course Name** | **Professor** | **Prerequisite** |
| **BSc in Telematics** | **Spring Semester** | | | |
| (6th) | Design and Evaluation of User Interfaces | Silvia Berenice Fajardo Flores | None |
| (6th) | Big Data and Data Mining | Arturo García Nevares | None |

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| **Faculty of Sciences** | | | | |
| **Bachelor** | **Semester Information** | **Course Name** | **Professor** | **Prerequisite** |
| **BSc in Physics** | **Spring Semester** | | | |
| (6th) | Quantum Mechanics II | Dra. María Elena Tejeda Yeomans | Quantum Mechanics I |
| (6th) | Solid State Physics | Dr. Christoph Hofmann | Modern Physics |
| (6th) | Statistical Mechanics | Dr. Alexander Stuart | Modern Physics |
| (8th) | Thesis Seminar II | Dr. Alfredo Aranda | Thesis Seminar I |
| (8th) | **Elective IV**: Quantum Advanced Mechanics | Dr. Alfredo Aranda | Quantum Mechanics II |
| (8th) | **Elective V**: General Relativity | Dr. Alexander Stuart | Quantum Mechanics I |

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| **Faculty of Sciences** | | | | |
| **Bachelor** | **Semester Information** | **Course Name** | **Professor** | **Prerequisite** |
| **BSc in Mathematics** | **Spring Semester** | | | |
| (4th) | Noncommutative Algebra | Carlos Castaño Bernard | First Steps in Abstract Algebra |
| (4th) | Analysis of Several Variables | Dr. Luis E. Garza Gaona | Analysis Introduction |
| (6th) | Complex Analysis | Dr. Ricardo A. Sáenz Casas | Real Analysis |
| (6th / 8th) | Differential Geometry | Dr. Andrés Pedroza | Analysis of Several Variables |
| (8th) | Thesis Seminar II | Dr. Ricardo Sáenz Casas | Thesis Seminar I |

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| **Faculty of Tourism** | | | | |
| **Bachelor** | **Semester Information** | **Course Name** | **Professor** | **Prerequisite** |
| **BSc in Tourism Management** | **Spring Semester** | | | |
| (4th) | Lodging Enterprises Management | Mara Ballesteros Vega | Lodging |
| (4th) | Human Capital Management | Sergio A. Aguirre Velázquez | None |
| (4th) | Food & Beverage Management | Jesús Solís Marín | None |
| (6th) | Gastronomy | Jesús Solís Marín | None |
| (8th) | Tourist Destinations Management | Rafael Covarrubias Ramirez | None |
| **Fall Semester (por confirmar)** | | | |
| (1st) | Introduction to the Study of Tourism | Ruth Jael Sugías Elizalde |  |
| (3rd) | Lodging | Mara Ballesteros Vega |  |
| (3rd) | Travel Services | Elisa Gutiérrez Guerra |  |
| (5th) | Tourism Sustainability |  |  |
| (5th) | Strategic Management |  |  |
| (5th) | Tourism Marketing | Sergio Armando Aguirre Velázquez |  |
| (7th) | Gastronomy II | Jesús Solís Marín | Gastronomy |
| (7th) | Customer Service Management |  |  |

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| **Faculty of Mechanical and Electrical Engineering** | | | | |
| **Bachelor** | **Semester Information** | **Course Name** | **Professor** | **Prerequisite** |
| **BSc in Mechanical and Electrical Engineering** | **Spring Semester** | | | |
| (4th) | Mechanics of Fluids | Carlos Escobar del Pozo | Differential Equations |
| (6th) | Power Systems | Tiberio Venegas Trujillo | Electric Circuits  Electric Machines |
| (8th) | Photovoltaic Systems | Tiberio Venegas Trujillo | Alternative Energies |
| **Fall Semester** | | | |
| (5th) | Heat Transfer | Carlos Escobar del Pozo | Thermodynamics  Fluid Mechanics |
| (7th) | Photovoltaic Systems | Tiberio Venegas Trujillo | Alternative Energies |

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| **Faculty of Mechanical and Electrical Engineering** | | | | |
| **Bachelor** | **Semester Information** | **Course Name** | **Professor** | **Prerequisite** |
| **BSc in Intelligent Computation Engineering** | **Fall Semester** | | | |
| (5th) | Machine Learning | Víctor Castillo | Theory of Probability  Statistics |

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| **Faculty of Economics** | | | | |
| **Bachelor** | **Semester Information** | **Course Name** | **Professor** | **Prerequisite** |
| **BSc in Finance** | **Spring Semester** | | | |
| (6th) | Specialized Technical English II | Miguel Ángel Tinoco Zermeño | Specialized Technical English I |
| (8th) | Preparation of Scientific Articles and Reports in English | Miguel Ángel Tinoco Zermeño | None |
| **Fall Semester** | | | |
| (5th) | Specialized Technical English I | Miguel Ángel Tinoco Zermeño | None |
| (7th) | Analysis and Interpretation of Financial Statesments | Miguel Ángel Tinoco Zermeño | None |

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| **Faculty of Foreign Languages** | | | | |
| **Bachelor** | **Semester Information** | **Course Name** | **Professor** | **Prerequisite** |
| **BA in Language Teaching** | **Spring Semester** | | | |
| (2nd) | English II |  |  |
| (2nd) | Français II |  |  |
| (2nd) | Compétences de Production en Français |  |  |
| (2nd) | Learning Theories |  |  |
| (2nd) | **Elective III**: English Grammar II |  |  |
| (2nd) | **Elective III**: Productive English Skills |  |  |
| (4th) | English IV |  |  |
| (4th) | Français IV |  |  |
| (4th) | Language Awareness II |  |  |
| (4th) | Teaching Pronunciation in L2 II |  |  |
| (4th) | Instructional Design I |  |  |
| (4th) | Classroom Management in L2 |  |  |
| (4th) | Integrative Practice II |  |  |
| (6th) | English VI |  |  |
| (6th) | Français VI |  |  |
| (6th) | Teaching Practice II |  |  |
| (8th) | English Literature |  |  |
| (8th) | Teaching Practice IV |  |  |
| (8th) | Écriture et Composition en Français |  |  |
| **Fall Semester** | | | |
| (1st) | English I |  |  |
| (1st) | Français I |  |  |
| (1st) | English A2-B1 |  |  |
| (1st) | **Elective II**: Prononciation du Français |  |  |
| (3rd) | English III |  |  |
| (3rd) | DELF A1 |  |  |
| (3rd) | Teaching Pronunciation in L2 II |  |  |
| (5th) | English V |  |  |
| (5th) | DELF A2 |  |  |
| (5th) | English B1-B2 |  |  |
| (5th) | Teaching Practice I |  |  |
| (7th) | Teaching Practice III |  |  |
| (7th) | DELF B1-B2 |  |  |
| (7th) | English VII |  |  |
| (7th) | **DELF B1** |  |  |