Educating Colombia’s future entrepreneurs and leaders
Welcome to CESA - School of Business.

Today, business and society are putting increased pressure on the education system to provide a workforce that is more flexible, creative, opportunity seeking as well as achievement oriented, network-building and capable of taking initiative.

CESA aims at empowering students to apply an entrepreneurial and innovative mind-set that relates directly to the specific knowledge, skills and competences acquired during their studies – all with the purpose of bringing entrepreneurial elements into effect and making entrepreneurship an integrated part of the teaching at our School.

Thanks to our personalized approach to education as well as the strong ties to the industry, students graduate not only academically well prepared but also with skills they need to get ahead in the business world.

I invite you to learn more about CESA and to become part of this institution.

José Manuel Restrepo Abondano
Dean
ABOUT CESA

CESA was founded in 1975 as a private and non-profit Higher Education Institution exclusively dedicated to Business Administration. The founders, a group of leading entrepreneurs headed by former President Carlos Lleras Restrepo and Dr. Hernán Echavarría Olózaga, decided to promote this enterprise to meet the needs of a new generation of highly qualified professionals with strong leadership abilities and creativity in the field of Business Administration, for the public and private sectors of Colombia.

This effort has proved very successful. Today, CESA is known to have one of the best undergraduate programs of Business Administration in the country; its two specializations have had tremendous acceptance in the labor market and the three master’s programs are highly recognized because they address the training needs of companies worldwide.

After 39 years, CESA’s differential hallmarks are unchanged: personalized education, familiarity between teachers and students, emphasis on knowledge learned through practice, the development of strong ethical values, the quality of our faculty, and our social commitment to the country.
Bogotá combines the old-world charm with the vibrant life of a modern metropolis.

Mission
To shape tomorrow’s business leaders, encourage in students a strong entrepreneurial spirit and inspire them to help make our country a fair, competitive and peaceful nation through responsible economic and social development.

Vision
To be the best institution in the country in the field of Business Administration. Meeting the needs of professional training in the public and private sectors with a specialized and comprehensive academic offering.

Aims and Objectives
Our aim is to build on our identity as a school of business. CESA is neither a traditional business school nor a broad university, as we like to combine elements from both worlds - however, always with a business focus and a commitment to research-based education.
Teaching Philosophy

The teaching and learning processes in and outside the lecture halls place a strong emphasis on the personalized approach as well as close contact to the business world. The aim is to develop and consolidate the student’s teamwork skills and their ability to function in groups, as well as their ability to form critical and independent opinions.

Another aspect of the teaching philosophy at CESA is the practical dimension. Therefore, we encourage students to take frequent and active part in entrepreneurial fairs and competitions and present the experience and case studies to their fellow students.

In order to further strengthen this aspect and to ensure the application of theory to practice, all teachers at CESA bring in relevant experience from a wide variety of areas such as politics, public administration, finance, trade and marketing just to name a few, in close collaboration with the business community and the public sector.
1. Number 1 choice for Colombian Business Administration students.
2. Situated in the heart of Bogotá with easy access to libraries, research centers, and the financial and political center.
3. Excellent relations to leading Colombian and international companies—many of which are represented in our faculty.
4. CESA students go on to earn the highest salaries in the country—and to hold top positions in business and politics.
5. The School is nationally distinguished for the quality of its professors and its curriculum, with courses that complement the humanities and which follow a practical methodology.

FACTS AND FIGURES - CESA

- Year of foundation: 1975
- Student population: 1,714 students
- Area: 11 houses on 12,044 square meters
- Undergraduate and graduate courses taught in English
- 27 full-time professors
- 263 associated professors
- International memberships:
Bogotá is a host for the world’s largest theater and book festivals.
CESA offers a comprehensive range of university degrees in Business Administration, Marketing, and Finance:

- Full-time 4 and a half year Business Administration undergraduate program
- 1 and a half year graduate programs in Marketing and Finance
- 2 year Masters programs in Business Administration, Marketing, and Finance
- Executive Education programs and short courses
To respond to the request of young graduates; leaders who want to strengthen their vocation and competence to be future business managers, CESA has developed Eli+e: Leadership + Entrepreneurship program.

The program is designed to support young people with a vocation of service to the country, eager to build and transform businesses and support those who dream of a competitive Colombia, better job quality and less social inequality.
Undergraduate Program

Business Administration

This is a full-time program with daily courses taught on site. The program’s aim is to train business leaders to become intellectually, socially and professionally responsible leaders, and to promote economic growth and the sustainable development of the country.

Students spend two of the total nine semesters in an internship, supervised by the institution. The application process is open each semester during the months of March, April, May, September, October and November, and about 100 students are enrolled.
I SEMESTER
Mathematical Fundamentals
Introduction to Business Management
Accounting
Business History
Introduction to Law
Written Communication
Seminar I*

II SEMESTER
Calculus I
Sustainability in Business
Cost Accounting
Commercial Law
Introduction to Economics
Speech
Computer Science
Seminar II*
English I**

III SEMESTER
Calculus II
Statistics
Financial Analysis
Production Engineering
Business Law
Colombian History and Geography
Humanities Elective
Seminar III*
English II**

IV SEMESTER
Applied Statistics
Entrepreneurial Spirit
Financial Mathematics
Principles of Marketing
Human Resource Management I
Microeconomics Humanities
Elective Seminar IV*
English III**

V SEMESTER
Public Administration
Financial Management
Marketing Research
Human Resource Management II
Operations Research
Labor Law
Macroeconomics
Seminar V*
English IV**

VI SEMESTER
Corporate Visits I
Organizational Behavior
Investment Projects
Tax Law
Current Developments in Economics
Professional Elective
Financial Modeling
Seminar VI*

VII SEMESTER
Corporate Visits II
Management Simulation
Financial Planning
Strategic Marketing
International Business
Logistics and Supply Chain Management
Professional Elective
Seminar VII*

VIII SEMESTER
Internship I
Strategic Management Emphasis
Thesis Seminar
Seminar VIII*

IX SEMESTER
Internship II
Leadership Emphasis
Thesis
Seminar X*
Bogotá has an incredible night life for every preference.
 Graduate Programs

CESA is fully accredited by the Colombian Ministry of Education as a high quality program. At the Graduate level, CESA offers the Specialization in Corporate Finance and the Specialization in Strategic Marketing. CESA also offers an International Master in Business Administration, Master in Corporate Finance as well as a Master in Marketing Management.
International MBA Master in Business Administration
Dual Degree CESA - Sprott School of Business, Carleton University, Canada

The International MBA is an in-depth program, composed by Management and International Business disciplines, that proposes an updated and active teaching strategy, and allows students to build their own academic path.

Spearheaded by qualified professors; a group of professionals with broad trajectory in business, solid academic training, and substantial teaching experience, an important ingredient of the International MBA is comprised of its research lines in different aspects of the global environment.

With the objective of training researchers capable of proposing assertive solutions and contribute to regional and national development, this MBA offers a multidisciplinary vision of the critical problems caused by globalization, in its international and local effects.

The Master in Business Administration has a duration of 24 months.
CESA - Sprott MBA Differentiators

- Strong focus in International Business.
- Conceptualizes around the fundamental variables of globalization and organizational management.
- Properly combines aspects related to the management of organizations and business in a global framework.
- Faculty from the five continents, most at the Ph.D. level.
- Face-to-face meetings Thursday to Saturday every three weeks.
- Mandatory two-week international internship in Canada and optional second internship at program’s conclusion, in order to strengthen international corporate relationships.
- Intense use of technology during the training process.
- Active student-centered methodology based on learning.
- Mandatory and daily use of the English language in lectures and class materials. 67% of classes are taught in English and 60% are taught by Sprott School of Business faculty.
- Guaranteed dual degree by Carleton University in Canada and CESA School of Business in Colombia.
Master in Corporate Finance

This program is taught by a group of professionals with extensive experience in the business field. Designed to provide students with the knowledge and skills necessary to drive innovation and master the different international finance management techniques and tools, the program intends to train leaders with a solid business foundation to enable them to make decisions and solve problems with the most sophisticated mathematical, statistical, financial engineering and analytical skills.

Specialization in Corporate Finance

The Specialization in Corporate Finance is focused on the creation of leaders with a high sense of ethics and social responsibilities, and thus involves social aspects and ethical values.

Our curriculum focuses on the industrial and commercial sectors. We supply knowledge to evaluate the performance of companies in the real sector and to assess the effects of alliances, sales, and purchases of companies, among other phenomena in corporate finance.

By blending theory and practice to real applications within the Colombian context, we give students the skills and tools to succeed in important positions in the labor market.
Master in Marketing Management
International Dual Degree with ESIC –Spain

This program is designed to provide students the knowledge necessary to define competitive strategies and action plans relating to the marketing function from an international lens, understand how globalization has led to changes in marketing strategies, and prepare for future challenges entrepreneurs will face.

Specialization in Strategic Marketing

This program has achieved and maintained leadership in the training of specialists by providing them with the technical skills necessary to quickly respond to the changing dynamics of the domestic and international market, the fast-paced process of globalization, the growing threat of new competition and challenges, and the difficulties faced by executive management in different scenarios.

This specialization has a highly practical component; it is designed to equip professionals with tools and knowledge in the area of marketing to analyze the components and determinants of real demand and make strategic decisions. The curriculum is comprehensive, and it includes courses from various disciplines related to economics.
CESA ALUMNI ASSOCIATION

AECESA

CESA’s Alumni Association was established with the objective of promoting beneficial relationships between the School, its alumni, and other key stakeholders, for academic, professional, and social reasons. Services include:

- Alumni network
- Job offers
- Academic events (training sessions and updates)
- Sports events
- Alliances and commercial agreements

Mission

AECESA’s mission is to strengthen leadership by supporting alumni’s entrepreneurial spirit, to promote best practices that help generate a modern environment, and to establish a strong network based on our institutional values.

Vision

To form a solid social network for alumni committed to their Alma Mater in the development of the best professional business administrators, creating mutual benefits for alumni, students, and the institution, while guaranteeing that CESA remains a highly reputable organization in the local and international community.
RESEARCH AND PUBLICATIONS

Publications

Our catalog contains resources on economic history, economics, management, entrepreneurial thinking, education, and social responsibility just to name a few. We have developed a collection of guidelines for managers in different areas such as technology, marketing, finance, production and logistics, human resources, and financial mathematics.

CESA's editorial fund is also powered by the research conducted by an outstanding team of faculty researchers who have taken the results of their work into the mainstream of academic discussion. Publishing the results of their research at national and international indexed journals is one of their priorities.

The Publishing Office also provides a range of advice and resources for CESA staff and students on getting published.

CEGLI

The Center for the Study of Globalization and Integration CEGLI contributes to greater visibility of the institution, facilitates communication and exchange with other academic centers, and channels international support for activities related to globalization and integration.
When CESA was founded in 1975, Jaime Michelsen, a renowned colombian businessman and promoter of the institution, donated his own house to be CESA's first site. Since then, the campus has expanded significantly, currently inhabiting twelve large buildings located in the historical neighborhood of La Merced with its characteristic Tudor style houses.

Respecting the original structure of the buildings, CESA has incorporated therein the most modern concepts of furnishing, lighting, acoustics, ventilation and technological aids. As a result, teachers and students now enjoy more than 12,000 square meters in a unique architectural environment with common spaces, specialized classrooms, a high-tech and user-friendly library and study rooms equipped with the latest technology.
Bogotá was founded almost 500 years ago.
The Library

The quality of our library resources, the support provided to our users, and our physical and technological infrastructure, make CESA's library one of the best in the country specializing in Business Administration. Students and staff have access to:

- Top specialized Business Administration databases
- More than 20,000 volumes in Finance, Marketing, and Economics
- 127 subscriptions to national and international journals

We operate with the Resource Center for Learning and Research Model, promoting and facilitating access to resources and information services at a national and international level. Our institutional repository is available online and to the general public with free access to knowledge generated at CESA.

Other activities at the library include art exhibitions, literature evenings, book launches, entertainment, and promotion of reading.
Academic Support & Student Life

At CESA we have state-of-the-art technological facilities such as the Bloomberg Room, the Marketing Lab, the Video Conference Room and the BVC Point, among others.

At CESA we offer:

Training for students in the correct use of blogs, podcasts, videocasts and webcasts, tools whose expertise is currently required from professionals in a globalized world.

100% wireless network coverage and Web 2.0 tools, which allows to share information through social networks, blogs, wikis, among others.

Bogotá is surrounded by mountains and amazing views.
Bloomberg Room

This interactive platform provides real time access to global market information, such as: stocks, commodities, sovereign debt and foreign currency, among others, and allows more than 260,000 professionals around the world to analyze financial strategies and carry out negotiations in international markets.

Through the Bloomberg stations, students can acquire practical market knowledge and skills they are expected to master by the finance industry. It bridges the gap between theory and practice and helps students develop a holistic and coherent understanding of global financial markets, thus improving their job opportunities in any market.

Those interested can obtain a Bloomberg Professional certification.
Marketing Lab
This room is equipped with computers and specialized information resources in the area of marketing. Students, graduates and teachers of CESA may:

- Access databases with information about the productive sector worldwide
- Pursue market opportunities, always assisted by an information system
- Access the specialized marketing database Euromonitor
- Develop analysis and interpretation abilities by interrelating many variables
- Structure and support research projects through technology tools and teacher support

BVC Point
(Bolsa de Valores de Colombia)

The Stock Exchange of Colombia point located at CESA is a space that offers students the possibility to approach the capital market, understand its operations and find potential investment opportunities. The BVC point allows visitors to:

- Learn more about the Colombian capital market through seminars
- Access financial information to support the process of making investment decisions
- Contact brokerage firms by telephone
- Acquire electronic information that offers real-time access to the latest stock prices
Video Conference Room

Students can attend online classes or formal talks with guest professors abroad. The room has a command system that allows students to record events and upload them to the Web to ensure that knowledge generated is available to other people.

Entertainment and Learning Center

This center was designed to offer CESA's community a space for the development of educational, cultural, artistic and recreational activities. It consists of a theater room and a video room and features:

- Multimedia services
- Films
- Music
- Academic papers
- Concerts
- Cultural information
Gym

CESA students and teachers have free access to a fully equipped gym with all the necessary facilities, including the latest exercise equipment, weight and cardiovascular machines, free weights, stretching mats and spinning bikes.

Members receive advice and guidance from a physical therapist and the gym’s coaches, who perform an initial assessment to recommend an exercise routine according to the physical condition of each member. Qualified teachers also offer yoga and kickboxing classes.
At the Student Life Center, students, administrators and faculty have a space for recreation and leisure. It is the place to relax, reduce stress and recharge before resuming daily activities. For these purposes, TV rooms, cinemas, a golf simulator, pool tables, 360 Xbox consoles, table tennis and board games are provided.

**STUDENT WELLNESS**

We promote the holistic development of students through fair play and the good use of free time. Students obtain two academic credits by enrolling and taking part in sports and cultural activities such as…

**Sports And Cultural Activities Program**

- Golf
- Tennis
- Volleyball
- Swimming
- Band
- Soccer
- Cooking
- Photography
- Wall climbing
- Spinning
- Wine tasting
- Polo
- Basketball
Bogotá is the city with the largest academic offer in the country.
Double-Degree Programs

Students who have completed seventh semester can apply to Specialization or Master programs offered by partner universities. Studies completed in any of those institutions will be accepted as part of the curriculum for the last year of the professional career (eighth and ninth semester). This means that when the student returns and meets the requirements to qualify for academic degrees offered by our institution, he or she will obtain the CESA Undergraduate degree as well as that of the Master’s or Specialization completed abroad.

Semester or Year Abroad

Students who have completed the second year, or fourth semester, can study a semester at a university acknowledged by CESA. The school’s Academic Office will previously authorize the courses approved under CESA’s criteria that the student can take abroad.
International Office

CESA’s International Office is responsible for the coordination and implementation of all activities related to establishing and maintaining partner agreements with more than 30 universities abroad. The International office works closely with the Undergraduate Director in receiving and placing international students at CESA. Course registration, academic support and advisory, grades and certificates is managed by the undergraduate office.

Every year, CESA receives approximately 15 exchange students from partner universities and sends out about 70 CESA students on exchange.

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Testimonials

Jade:

…the biggest surprise for me was the relationship between students and teachers. Where I come from, teachers can be somewhat unapproachable, but at CESA a teacher is almost like one of the students. The professors at CESA are highly experienced and very professional and I learned a lot from the lectures. If you are open to exchanging cultural ideas and ready to receiving the professional business knowledge, CESA is the place to be!

Dylan Antheunis:

…most of the teachers have international experience, and some of them have their own businesses besides their job as a teacher. In this way, they can teach you how to apply the things you learn at the university to real life.

Bogotá has all the facilities you want from a big city. Public transport, hotels, shopping malls, bars, clubs, parks, nightlife – it’s all there. The people are probably the best thing the country has to offer. They are so nice and hospitable, everywhere you go people will say: mi casa es tu casa!

At CESA University and in Colombia you will have a very unique and beautiful experience which you will never forget, and you will most likely want to stay there after your exchange!
Bogotá is Colombia’s administrative, financial, and political center.
The Business Management Unit was created to generate an active link between academics, business and government. Through the processes of training, consulting, innovation, leadership, entrepreneurship, intra-entrepreneurship and labor relationship, we promote the interaction between these three entities needed for improvement and transformation.

To strengthen links and meet the needs of different sectors of the country’s economy, at CESA we have developed and articulated four areas that are closely related to the industrial sector:

- Business Consulting Center
- Center for Leadership and Entrepreneurship
- Center for Business English
- Executive Education Programs
- Corporate Visits and Internships
Business Consulting Center

- Provides customers with solutions and practices that help customers improve their performance and create sustainable economic growth.
- Offers solutions in management, market development, corporate finance and process optimization.

Center for Business English

- Financial English
- Marketing English
- English for Executives
- Preparation for international exams (IELTS, TOEFL, GMAT)

Center for Leadership and Entrepreneurship

- Encourages the development of new ideas.
- Provides the ideal conditions for entrepreneurs to create their business.
- Mentors offer support and monitoring for initiatives up to the stage of post-incubation.
- Motivates, evaluates and measures leadership competencies (with Korn/Ferry International).
Executive Training

Our executive training programs are designed to enhance and transform management practices. National and international speakers from prestigious universities and successful companies share their knowledge and expertise, ensuring excellent contemporary and highly applicable training.

The Executive Training units operate through Open Programming and Customized Business Programs:

• Open Programs include seminars, certificate courses and conferences that meet the training needs set by the economy's national and global trends and also fulfill the requirements of training and updating set by the labor and business market.

• The Customized Business Programs are committed to providing alternative education and programs designed to respond to the specific needs of human capital, the organizations and their environment. With innovative and effective solutions, we offer companies advice, consultancy, and training with the application of a methodology based on a pedagogical model centered on the individual, in the belief that organizational change is promoted most successfully, when working from the personal dimension.

Bogotá has “ciclovía”. A space for cyclists and pedestrians.
Corporate Visits and Business Internships

CORPORATE VISITS

This important stage in the curriculum pairs theory and practice and materializes, through real experience, what students learn throughout their professional studies. During the sixth and seventh semester, students pay weekly visits to diverse companies of the industrial and service sectors, each of them with its own administrative approach.

VISITS ABROAD

These visits serve the same educational model of the corporate visits in Colombia, with quite remarkable aggregated values: they offer more tools and tangible information on the globalization of business, allow to clearly perceive cultural differences and trade barriers between countries, helping to envision business possibilities and opportunities. Additionally, they contribute to personal and cultural growth, and create stronger relationships between students who are about to begin their careers.
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