Business Administration

School of Business
The main challenge for the Colombian economy is to build competitive capabilities that allow achieving a high yet sustainable growth rate that is a source of well being for all citizens, especially for those in need. This essentially creates a society-education. In particular, **CESA** -as an institution specialized in business administration- wants to contribute to national progress.

### CESA

**the comparative advantage**

- Highly specialized education and business administration building, **CESA** does not have other fields of study.
- Personalized education with a maximum of 30 students per class, ensuring close contact between managers, professors and students.
- Over a hundred faculty members who teach not only theory, but also practical applications.
- Over twenty full-time research professors with students as an integral part in investigating problems and finding solutions in the local economy.
- Two semesters of weekly corporate visits to important companies in Colombia and abroad.
- Special courses on Leadership, Entrepreneurship and Social Responsibility.
- Seminars in Creativity and Innovation.
- Technological tools and simulators engage students in specialized seminars.
- Two-semester internships at leading companies in Colombia.
- Conferences held every two weeks with prominent domestic and foreign leaders.
- International agreements with prestigious universities abroad.
- Various cultural and sports activities to complement and enrich the students’ lives.
- Summer courses in other countries.
- 65% of the curriculum taught in English.
More than 37 years of successful experience have enabled CESA to offer the highest quality education in Business Administration. We invite anyone interested in studying at CESA to read this brochure in more detail.
the educational model of CESA is built are:

- Ethics
- Social responsibility
- Leadership
- Entrepreneurship
- Global vision
- Theoretical knowledge applied to real world

Based on these themes - which develop throughout the students’ education in various subjects - CESA prepares its students for success by excelling in productivity.
The CESA School of Business began on February 24, 1975, constituting a private, non-profit educational institution.

CESA was founded by the initiative of a group of businessmen led by former president Carlos Lleras Restrepo and Dr. Hernán Echavarria Olózaga, with the support of the National Association of Industries (ANDI) and the Colombian Institute of Directors (INCOLDA). Their common purpose was to form a new class of strong, creative and well skilled leaders in both the public and private sectors of Colombia.

When agreeing to create the institution, it was decided to be established as a college, in order to emphasize the disciplinary unit of the academic structure, planned for limited groups of students. This is why CESA’s philosophy is focused on personalized education.

More than 37 years later, the results have been extraordinary with a recognized program in the academic and business worlds as one of the best in undergraduate Business Administration.
Our main focus is on educating the best future business leaders; professionals who add value to their businesses, who are creative, ethical and committed to generating economic, political and social development throughout the world.
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- Mathematics
- Management
- Finance
- Marketing
- Human Resources
- Operations Management

All courses have 3 credits, with the exception of Internships I and II (12 credits each).

*Information Technology, Innovation and Creativity Seminars are given throughout the students major.

**Mandatory English Requirement.
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*Information Technology, Innovation and Creativity Seminars are given throughout the students major.

**Mandatory English Requirement.
Special Programs

Corporate Visits

CESA has a corporate visit program included in the curriculum that encourages students to learn business operations thus preparing them to face future challenges. Business visits are made to the service and industrial sectors during sixth and seventh semesters in Colombia and abroad.

These are some examples of the quality companies in previous years: Exxon Mobil, Quala, Bavaria-SAB Miller, Frito Lay, Alpina, Meals de Colombia, Series, Bimbo, Newell Sanford and others. Students also have visited important companies abroad in countries such as Brazil, China and Mexico.
Business Internships

CESA’s students land top-notch internships with the best companies, both national and international. Some of these companies include: Bancolombia, Coltabaco, Chrysler Colombia, Multibanca Colpatria, Frito Lay, RBS Royal Bank of Scotland Group, GlaxoSmithKline, Pfizer, Exxon Mobil, Hewlett Packard, Kraft, Sofasa, Ecopetrol, Praco-Didacol, 3M, Kimberly Colpapel, Meals de Colombia, Codensa, Novartis, Quala, British American Tobacco, Casa Editorial El Tiempo, Cemex, Alpina, Andi, Laboratorios Wyeth, L’Oréal Colombia, Alimentos Polar Colombia S.A., Avianca, BBVA, Publicaciones Semana and Cámara de Comercio. Also, institutions such as Proexport and United Nations have linked with CESA’s internship program to offer internships outside of Colombia.

Featured Speakers

All students attend bi-weekly lectures given by prestigious leaders from the private and public sectors:

- Jorge Alejandro Mejía
  President of GM- Colmotores
- Javier Gutiérrez
  President of Ecopetrol
- Juan Esteban Calle
  CEO of EPM
- María Ángela Holguín
  Minister of Foreign Affairs
- Álvaro Uribe Vélez
  Former President of Colombia
- Michael McKinley
  Ambassador of United States in Colombia
- Andrés López
  Comedian
- Juan Fernando Fonseca “Fonseca”
  Singer
- Dario Arizmendi
  Director of Caracol Radio
- Ignacio Hojas
  President of Unilever Colombia

Summer Courses Abroad

As an optional part of the curriculum, students can take different courses in foreign universities. With approval, these courses will be credited at CESA as a core subject, an elective or credit towards the major.
The International Relations Office of CESA is responsible for taking the lead in managing relationships with international educational institutions in order to provide excellent programs and opportunities for any student who wishes to study abroad. The options for students include:

- International Exchange to a university abroad.
- Double Degree programs: professional diplomas granted by CESA and the university abroad.
- International Internships.
- Language Courses abroad.
Some of our Agreements

I. DOUBLE DEGREE

1. Escuela Europea de Dirección y Empresa - EUDE, Spain - www.eude.es
2. European University - www.euruni.edu
3. Griffith University, Australia - www.griffith.edu.au
4. IESEG School of Management, France - www.ieseg.fr
5. ROUEN Business School, France - www.rouenbs.fr
6. Universidad Francisco Victoria, Spain - www.ufv.es

II. ONE TO ONE SEMESTER

1. The Hague University of Applied Science, Netherlands - www.thehagueuniversity.com
2. Upper Austria University of Applied Sciences, Austria - www fh-ooe.at/campus-steyr/international
3. Zeppelin University, Germany - www.zpeppelin-university.de

III. SEMESTER ABROAD WITH AGREEMENT

1. Newcastle University, United Kingdom - www.ncl.ac.uk
2. Tecnológico de Monterrey, Mexico - www.estudiaenmexico.com.mx
3. Universidad Internacional del SEK, Ecuador - www.sek.edu
4. Universidad Americana, Paraguay - www.uamericana.edu.py
5. Vesalius College, Belgium - www.vesalius.edu
6. HAN University of Applied Sciences, Netherlands - www.han.nl

IV. SEMESTER ABROAD WITHOUT AGREEMENT

1. Universidad del CEMA, Argentina - www.ucema.edu.ar
2. Universitat Autónoma de Barcelona, Spain - www.uab.es
3. Universidad Carlos III de Madrid, Spain - www.uc3.es
4. Universitat de Barcelona, Spain - www.ub.edu
5. Bocconi University, Italy - www.unibocconi.eu
6. Universidad de Palermo, Argentina - www.palermo.edu.ar
7. Universitat Pompeu Fabra, Spain - www.upf.edu
8. California State University, USA - www.usa.fullerton.edu
9. Hawai’i Pacific University, Hawaii - www.hpu.edu/international

V. SPECIAL AGREEMENTS

1. Kansai Gaidai University, Japan - www.kansaigaidai.ac.jp
2. American University, USA - www.washingtonsemester.com
3. Internship, Australia - www.aideabroad.org
Academic Community
Quality of Life
CESA’s Student Life Department contributes to providing comprehensive training for its students, graduates and employees through work that transcends the academic and work environments with activities for recreation, culture and health.

For this reason, Student Life has organized different sports activities (soccer, golf, volleyball, tennis, swimming, polo, spinning), cultural activities (photography, dance, art, gastronomy, enology), foreign languages (Mandarin, French, Portuguese) and literature and cinema in specially designated locations. Additionally, it holds all-day activities to strengthen group work and integration within the CESA Community such as golf, soccer and tennis tournaments.

CESA’s gym is open from Monday to Friday from 6 a.m. to 8 p.m. The gym features permanent personal trainers for one-on-one training and supervision.

Student Life provides the best quality occupational health programs, counselling and psychologists.
The CESA Library continues to improve its facilities by concentrating on innovation to maintain its high level of academic support to its students and staff. Our library services have been designed with you in mind, helping you to make the most of your experience as a Resource Center for learning and research.

**SERVICES**
- Online Catalog
- External Checkouts
- Reference
- Audiovisuals
- Presentation Room
- Internal borrowing from other libraries
- Bibliography Service
- TG-Digital
- Amazon Kindle, Sony Reader, IPAD

**DATABASES**
- EBSCO
- JSTOR
- REPNET
- EBRARY
- BPR Online
- Marketing Plan Pro
- Bloomberg
- Legiscomex
- GestionHumana.com
- Multilegis
- Korn/Ferry Institute
Creativity and Innovation

Apple MACS are available for students in this area which are intended to provide tools focused on creativity, innovation and the management of knowledge in an Apple computer environment. This room supports training students on the correct use of blogs, podcasts, video and webcasts that actually promotes the globalization of today's business student in a fun and creative environment.

The Bloomberg Room

Bloomberg is the number one provider of reliable financial information on the planet. Because of the importance that Bloomberg provides to the financial sector, CESA students have the opportunity to apply theory in the same way, using the same tools that risk managers do in large financial corporations. This area provides 12 stations where students can acquire transferable financial knowledge and enhance their professional development in any international market.
Center for Leadership and Entrepreneurship

With the main intention to strengthen the activity of CESA -oriented towards entrepreneurship- the CLE-Center for Leadership and Entrepreneurship was established. This department, through a process of training, strong support and consulting, helps with business plan design, encourages new business ideas, and promotes research, teaching and writing cases. Students and alumni are provided with institutional support in their entrepreneurial projects.

The CLE also offers ongoing support to any activities that promote the development of skills associated with leadership. Additionally, CESA has signed an agreement with the international firm Korn/Ferry to assess the skills associated with leadership and the improvement of training in these areas for our undergraduate population.

School of Leadership

The School of Leadership is a group of students chosen for their skills and strengths. This group receives training and support to improve leadership skills and to promote their ideas and initiatives as leaders. In this school, participants will receive training, conferences, workshops, experiential work and idea incubation.
School of Creativity and Innovation

CESA’s main purpose is to form business leaders. For this reason, the School of Creativity and Innovation gives seminars -parallel to students’ education- in order to strengthen entrepreneurial creativity and innovation in sustainable business development and to generate value for society.

Support Centers and Support Units

The support and guidance services provided to students is handled by the office of each academic program; notwithstanding, CESA has the previously mentioned Support Centers and Support Units.
DIGA

This unit is the Support Center for reading, writing and oral skills; it is responsible for the provision of linguistic support to both students and lecturers. Providing them with tools, it is focused on writing academic and professional texts as well as oral presentations in a clear, consistent and productive manner.

VALOR

This is the Support Center for Financial Skills Development, with a special emphasis on students. The activities of this center are aimed at bringing individuals closer to financial issues in an agreeable fashion. Curricular and extracurricular activities are organised which are intended to take advantage of available resources to develop and enhancing financial skills. The primary objective is to provide support for CESA students who decide to practice in the financial area to differentiate them from students from other institutions, so that they can demonstrate superior performance and offer added value in their professional practice. Furthermore, it provides students from other areas with knowledge in finance that is a useful complement to the exercise of their own profession. Currently, VALOR directs its activities in the BVC and Bloomberg rooms.
The Center for Business Communication Arts, or BUSCA, aims to help students develop diverse communication skills. By learning communication theory, and primarily through a practical approach, students will learn to be well understood in different contexts and settings.

BUSCA fulfills CESA’s mission to send out well qualified professionals into the work environment – future leaders able to communicate well in client-based business due to their high level of professionalism in communication.
SUMA

It supports the development of logical mathematical thought in students, so they can manage to develop critical skills of analysis, abstraction, problem solving and decision making; develop complex thoughts and they are able to understand the structure of flow of information of organisational problems which involve the use of mathematical and statistical tools.
Student Counselling

This space allows for any issues that are affecting the students addressed; these may be either related to their academic process or of a personal nature. The Student Counselling process begins with an interview which is intended for the Director to achieve a greater understanding of their difficulties, concerns and issues, so that, together, they can design tools to manage the situation. The Student Counselling Center is not intended to provide students with psychotherapeutic support, but rather, it seeks to provide an effective and quick solution to the different situations by analysing them. The Student Counselling Center provides a wide range of workshops to offer new resources and ways of thinking and analysing different situations such as procrastination, anxiety when facing exams, adaptation to college or city, academic and social assertiveness, and stress management. Issues, such as smoking, alcoholism, addiction to psychoactive substances or sexuality are examined from a psychological point of view, which is also associated with physical health.

International Relations Office

This office is responsible for CESA’s international relations in the ongoing search for agreements for students, faculty, and the academic community in general. It provides support to find international lecturers for the graduate and undergraduate lecturers, and provides public relations to publicise CESA internationally; it also manages the in-house internationalisation programme and prepares students for their participation in semesters abroad due to exchanges or participation in a double degree. The International Office is also responsible for receiving and supporting international students who are part of the program.
International Admissions

The selection of applicants takes the following criteria into account:

• The academic level and the results of ICFES Saber Pro, state exam or international equivalent.
• The potential of their skills and abilities to advance as professionals in the business world. This information is gathered during an in-depth interview.

Application Process

In order to apply for admission at CESA, submit the following:

• Complete the online international application: Go to CESA’s website http://www.cesa.edu.co and then selecting “International Relations” or “English Version.” Enter all requested information.
• The applicant will then be contacted by a representative from the Office of International Relations in order to complete any needed information and to schedule an interview.
Once the admission and interview has been completed, the results will be published online and you will be contacted by a representative from the Office of International Relations.

International Admission Standards

Please see CESA’s website for testing guidelines and college entrance exam minimum scores.
Accreditation

The Colombian Ministry of Education has granted CESA accreditation for four years under the Undergraduate Accreditation Resolution No. 5320, September 10, 2007.

EDUCATIONAL PERMIT:

Resolution No. 5098 July 30, 2009.

University International Baccalaureate Policy

What does CESAs recognize?

Group 1: Language A1 for Written Communication = 3 credits

Group 3: Individuals and Societies:
- Social and Cultural Anthropology for 1 Humanities Elective = 3 credits
- Economics for Intro to Economics = 3 credits
- Business and Management for Intro to Business Management = 3 credits
- Philosophy for 1 Humanities Elective = 3 credits
- Geography for 1 Humanities Elective = 3 credits
- History for Colombian History and Geography = 3 credits
- Islamic History for 1 Humanities Elective = 3 credits
- Psychology for 1 Humanities Elective = 3 credits
- Information Technology in a Global Society for 1 Humanities Elective = 3 credits

Group 4: Mathematics and Computer Science:
- Mathematical Studies Standard Level for Mathematic Fundamentals = 3 credits
- Mathematical Methods Standard Level for Mathematic Fundamentals = 3 credits
- Mathematics Higher Level for Mathematic Fundamentals = 3 credits
- Further Mathematics Standard Level for Mathematic Fundamentals = 3 credits
- Computer Science for Intro to Computer Science = 3 credits

Group 5: The Arts:
- Film for 2 Humanities Electives = 3 credits
- Music for 2 Humanities Electives = 3 credits
- Theater for 2 Humanities Electives = 3 credits
- Visual Arts for 2 Humanities Electives = 3 credits
How are your Grades Interpreted?

Your grades are interpreted according to the International Baccalaureate program guide that states:

- 7 Excellent
- 6 Very good
- 5 Good
- 4 Satisfactory
- 3 Mediocre
- 2 Poor
- 1 Very poor
- N No grade

**CESA** accepts the score range from 5 to 7, depending on the level chosen as follows: Medium level: 6 and 7 - High level: 5, 6 and 7 - Low: 7.

This recognition is made for already admitted and enrolled students and is not an exception for the ICFES Saber Pro.