



## **Tecnológico de Monterrey (EGADE) Regional Course Descriptions**

### **Analytic Tools for Decision Making and Macroeconomics**

This course teaches how to use statistical methods and tools and interpret the results so that you are able to make sound business decisions. You will also develop the ability to analyze and evaluate economic factors and their impact on your business, and understand governmental roles in economics, money supply process and inflation, stabilization policies, and financial markets.

### **General Management and Strategy**

This course pulls together the functional knowledge, behavioral concepts and analytical tools that today's general manager needs to make sound business decisions in ambiguous situations. You will learn how competitive strategies are formulated and implemented within organizations, and practice your skills through case studies.

### **Strategic Microeconomics**

You will learn to analyze the market structure of corporations and develop the ability to apply this knowledge in setting optimal prices and levels of production in a global environment. You will also study how to make strategic decisions when your success depends on the reaction of other industry participants (applied game-theory), the importance of entry-barriers to the market, and the impact of dumping and monopoly practices.

### **Ethics and Business Environment**

This course brings together knowledge and skills in the areas of negotiations, mergers and acquisitions, and ethics, with an emphasis on intercultural communication. You will learn to analyze specific negotiation cases related to issues such as environment, labor, finance, and commerce, and also explore corporate acquisitions and the radical impact they have on the administration of large corporations.

### **International Finance and Strategic Technology**

Information technology (IT) is increasingly recognized as a strategic asset by many of today's businesses. You will explore technologies and gain a greater understanding of how to develop an IT-based strategy by identifying opportunities, analyzing options for exploiting those opportunities, and developing practical plans for implementing the strategic vision. You will also have the opportunity to analyze international financial markets, with an emphasis on the time value of money, valuation, international portfolio theory, risk and return, financing alternatives, cost of capital, financial projections, and mergers and acquisitions.