

Universidad Latinoamericana de Ciencia y Tecnología

ULACIT - Business Courses with Costa Ricans

Course Name	Language of Instruction	Course Description
Entrepreneurship Foundation	English	The course is designed to provide an introduction to the process of turning an idea into a successful startup enterprise. New businesses make an important contribution to economic development that is particularly beneficial in developing countries. Entrepreneurs who launch successful business create employment, expand market segments, increase production and services and can bring new vigor to their communities. Entrepreneurship is receiving greater attention from policy makers and experts in developing countries.
Principles of Marketing	English	The course is designed to provide an introduction to marketing. The student will learn about markets, buyer behavior, marketing research, segmenting a target, positioning, and about marketing 4Ps strategies: product, place, place and promotion.
Math for Business and Economics	English	The importance of mathematics in the study of economics and business today requires that the student be familiar with a wide variety of mathematical concepts. This course is designed to fill this need by presenting a thorough, easily understood introduction to differential and integral calculus, matrix algebra, linear programming, differential equations and difference equations to economic problems. The theory-and-solved-problem format for each lesson provides concise explanations illustrated by examples, plus numerous problems with fully worked-out solutions. The topics and related problems range in difficulty from simpler mathematical operations to sophisticated applications. No mathematical proficiency beyond the high-school level is assumed. This learning-by-doing pedagogy will enable students to progress at their own rate and adapt the course to your own needs.
Financial Accounting	English	This course is designed to provide an introduction to financial accounting from the users' perspective. Its primary purposes are to promote understanding of financial accounting information for decision-making purposes and to focus on financial accounting's role in communication business results. The Principles of Financial Accounting is an introduction to financial accounting concepts and the communication of financial information to external users. The course examines the accounting process, financial statement preparation and analysis, and related topics.

Universidad Latinoamericana de Ciencia y Tecnología

Human Resource Management	English	<p>This course comprises the essential concepts, processes and techniques of human resource (HR) practices, which are of paramount importance to contribute to the achievement of the objectives of the business, provided people constitute an organization's most valued assets.</p> <p>Students will develop skills related to managing processes of human resource administration such as recruiting, hiring, compensation, performance, organization development, safety, wellness, benefits, motivation, communication, training.</p>
Marketing Management	English	<p>The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. Typically, it is called corporate marketing, strategic marketing, or marketing management. For our purposes they all involve essentially the same process, even though the actors and activities may differ. The course will provide you with a systematic framework for understanding marketing strategy.</p>
Calculus	Spanish	<p>This course will cover the different areas of calculus (functions, limits, derivatives, and integrals), solution rules and their applications. Calculus will provide the student with useful mathematical problem solution rules and techniques for all science areas. It will improve your knowledge on mathematical functions, graphs with their behavior tending to infinity, function limits, derivatives and integral calculation as well as their applications.</p>
Managerial Accounting	Spanish	<p>This course examines the principles, techniques, and uses of accounting in the planning, control and decision making of business organizations from a management perspective. Focus on cost terms, concepts and classification, financial statement analysis, statement of cash flows, the budgetary process, and product costing methods. Related theory and application will also be reviewed. Topics covered will enable students to analyze and interpret both historical and estimated data used by management to conduct daily operations, plan future operations and develop overall business strategies.</p>
Organizational Behavior	English	<p>The purpose of this course is to provide the basic principles of the discipline known as Organizational Behavior (OB), which mainly focuses on the study and application of knowledge about how people, individuals, and groups conduct themselves in organizations. Organizational Behavior encompasses a wide range of subjects related to human behavior such as leadership, teamwork, organizational culture, motivation, etc., thus the importance of the role of the managers towards providing and building better relationships by contributing in the achievement of human objectives, organizational objectives, and social objectives.</p>

Universidad Latinoamericana de Ciencia y Tecnología

Elements of Microeconomics	Spanish	<p>Microeconomics is a course of practical application that tries to offer the student the tools for application of the microeconomics, which is developed in the fixation of prices and allocation of resources. In the study of this subject it is required the understanding and analysis of variables such as: costs, productivity, elasticity, demand, supply, competition and profits.</p> <p>Among other skills and abilities, the student will be able to analyze structures of costs to make decisions of production, to define policies of prices, to determine amount of profit or loss in a company, to project costs and sales of the company, to evaluate the tax burden on consumers and producers, to discriminate prices in the markets as a way to maximize profits, and to define optimal combinations of factors.</p>
Probability and Statistics Foundation	Spanish	<p>Probability and Statistics Foundations is a course of practical application that offers the student the tools for application of the Probability and Statistics theory, which is developed for general application. Topics include sampling methods, experiments, numerical and graphical descriptive methods, correlation and regression, contingency tables, probability concepts and distributions, confidence intervals, and hypothesis testing for means and proportions.</p>
Cost Accounting	Spanish	<p>This course introduces the nature and purpose of cost accounting as an information system for planning and control. Topics include direct materials, direct labor, factory overhead, job order, activity-based, cost-volume-profit, budgets and variances. Upon completion, students should be able to demonstrate an understanding of the principles involved and display an analytical problem-solving ability for the topics covered.</p>
International Marketing	English	<p>This course involves all the concepts, principles and techniques we normally associate with marketing and places them in the international context. It aims to provide a comprehensive review of the theory and practice of international marketing, providing students with a framework to analyze the international marketing environment and develop a comprehensive international marketing plan for a hypothetical or real organization. The purpose of this course, therefore, is to explore the role of marketing in the overall international business context and to focus on issues of strategic / operational importance.</p>

Universidad Latinoamericana de Ciencia y Tecnología

Applied Microeconomics	Spanish	Applied Microeconomics is a course of practical application that tries to offer the student the tools for application of the microeconomics, which is developed in the fixation of prices and allocation of resources. In the study of this subject it is required the understanding and analysis of variables such as: costs, productivity, elasticity, demand, supply, competition and profits. Among other skills and abilities, the student will be able to analyze structures of costs to make decisions of production, to define policies of prices, to determine amount of profit or loss in a company, to project costs and sales of the company, to evaluate the tax burden on consumers and producers, to discriminate prices in the markets as a way to maximize profits, and to define optimal combinations of factors. The main topics to treat are: Optimization, Demand theory, behavior of the consumer, production and costs in the short and long run, analysis of costs, market structures of perfect competition and monopoly, Game theory as well as Risk Analysis.
Advanced Probability and Statistics	Spanish	The course studies statistical methods for analysis of business data. Topics include: descriptive statistics, probability, random variables and distributions, sampling distributions of sample mean and proportion, statistical inference for population mean and proportion for single sample, comparison of two population means and proportions, simple linear regression, and introduction to multiple regression.
Costs and Productivity	English	This course allows the student to develop a clear understanding of the importance of cost structure, productivity and modern costing techniques. There are three mayor topics covered during the course schedule. First, an overview of intermediate cost accounting concepts that include: job costing, overhead, direct and indirect costs and their reporting formats. Second, cost and productivity criteria are applied to different types of business and manufacturing organizations. These organizations include not-for-profit, healthcare, fast food and small manufacturing enterprises. It is by applying the course contents that the students will acquire the capability to excel as managers and decision makers in any sector they choose to work. The third major topic provides practical guidelines and conceptual understanding of contemporary strategic concepts that include: scorecard and performance metrics, Just in Time inventory, Lean Manufacturing and Six Sigma.
Business Law Foundation	Spanish	The course offers the highest legal knowledge within the field of corporate legislation. This includes commercial, labor and tax legislation. The course is focused on providing the necessary comprehension in the legal area related with leading a company. The student should be able to make decisions based on this knowledge.

Universidad Latinoamericana de Ciencia y Tecnología

Information Systems Management	English	<p>Information Systems course's goal is to provide a systemic thinking approach from the perspective of the human activity in organizations, analyzing modern methodologies for the development of strategic, structural and operative diagnosis of business, where information technology plays a relevant role in managerial decisions to transform enterprises into more competitive and profitable entities.</p> <p>Current information systems technological trends are also evaluated, including data processing networks, tailored made applications, state-of-the-art technology, electronic commerce, e-business and the impact of the Internet, which in fact, directly contributes to the planning and quality assurance of the information systems themselves. In order to achieve business competitiveness, work process redesign, organizational structure and use of technology is analyzed.</p>
Elements of Macroeconomics	Spanish	<p>A primary issue in economics is how individuals, groups, and societies choose among mutually exclusive alternatives. In particular economics studies how scarce resources, that have alternative uses, are employed to produce various goods and services and distribute those goods and services among persons and groups. The tools developed in this course can be used to address some of the most compelling of contemporary issues, as well as more everyday problems.</p> <p>The discipline of economics is usually analyzed within the framework of microeconomics or macroeconomics. This course, Principles of Macroeconomics, includes the issues of inflation, unemployment, economic growth, government policy, tax policies, government spending, the banking industry, the value of our money, the wealth and poverty of nations, and international balance of trade and payments.</p>
Quantitative Methods	Spanish	<p>The course introduces the use of statistical methods to solve business problems. The student will learn how to use statistical tools, from a managerial perspective, to make good business decisions and to become a more effective manager. The course places the student as a consultant hired to develop statistical models to aid the management team in making decisions for running a fictional hotel in Hawaii.</p>
Corporate Finance	English	<p>The course guides the student to understand the financial position of a company. It teaches how to obtain the capital to operate a business, how to keep the business healthy through the exhaustive financial diagnostics, as well as the development of company wide strategies. The student will learn how to interpret and analyze financial indicators, as well as how to develop a budget and analytical structures to aid in the decision making process.</p>

Universidad Latinoamericana de Ciencia y Tecnología

Intercultural Communication	English	It analyzes the great variety of interactions between cultural groups aiming their mutual understanding. This course focuses in sensibilizing on the cultural differences, the appreciation of the cultural singularity, the tolerance for the ambiguous conducts of communication and expectations with respect to an effective communication.
Innovation and Technology	English	The course on INNOVATION AND TECHNOLOGY has the purpose of giving an ample view of the history of the technological breakthroughs that gave the tools for the industrial and business growth of the last and present century. Innovation helps gain the competitive advantage needed to excel in any branch of business considering always that the timing, the type, and the execution of the technological tools are taken in the correct circumstances. The capability of obtaining all knowledge regarding both subjects will help forged the student's future as manager or entrepreneur.
E-Commerce	English	The e-Commerce course offers a general vision of the technological advances that enable to carry out commercial practices through the integrated elements of the Internet, as well as generic managerial strategies applied to the needs of companies who decide to use the Internet as a mechanism to reach their target markets, to service their current clients and lure potential ones. E-Commerce is a course that requires knowledge of management, marketing, finances, information systems and skills in the use of computer applications and the Internet. The aim of the course is to promote the student's ability to analyze, design and construct commercialization strategies for products and services through the Internet.
International Business	English	The course on international business has the purpose of giving students an overview of the new tendencies of globalized markets, their business practices and future expectations. Also the course will give students knowledge of the business language surrounding trade markets and international corporations that are becoming more interested in developing economies like our own. In a global market that seeks the lowering of trade barriers and looks for new partners in commerce, obtaining knowledge regarding this subject will undoubtedly help future managers and entrepreneurs to excel in their fields.
Managerial Decision Modeling	Spanish	This course integrates fundamental theory and practical applications of decision-making in a spreadsheet environment. The beginning of the course will focus on statistical and data analysis topics and the remaining time will focus on decision models and decision making tools under uncertainty.

Universidad Latinoamericana de Ciencia y Tecnología

Financial Reporting and Analysis	English	During the course the student will become familiar with the use of financial statements, as it is an extremely important task for managers in the formulation and evaluation of a company's goals and strategies. The student will also gain a critical perspective of issues arising from the environments in which financial statements are created.
Project Management	Spanish	This course is an introductory course to Project Management; the primary objective is to provide the tools and techniques for its application. PM is accomplished through the application and integration of the project management process of initiating, planning, executing, monitoring and controlling, and closing.
Moral Reasoning and Ethical Decisión Making (Business Ethics)	English	Leaders who serve the world in this century take into account different ethical standards when facing the dilemmas and problems that arise from human experience, in order to make decisions. The course offers students an opportunity to reason in a systematic way, about moral beliefs and to explore and evaluate arguments on ethical issues. Students examine the different conceptions and theories on ethical principles such as the realization of a good life, duties, rights, justice and freedom, focusing on the development of the ability to evaluate arguments for adopting them or not, in view of the specific ethical dilemmas of everyday life. The course also aims at confronting the students with different value systems from their own, to create awareness about their own ethical assumptions.
Strategic Management	Spanish	The purpose of the Strategic Management course is to develop skills in the analysis, formulation, and implementation of a strategy in a market world. Through the course we will apply certain tools that will help the student to get a clear perspective of a company's position and its possibilities as a competitor.
International Trade	Spanish	This course is intended as the first International Trade course at the undergraduate level. It focuses on all those questions students have when they take an international trade course. The main goal is to teach students how professional international economists think, specifically, the development of comfort with the approaches that international economists use to problems, a technical and intuitive mastery of the important theorems and a technical and intuitive mastery of how to approach important policy problems. The theory is necessary and the policy implications are extremely important for economic welfare. When this course is over the student should have an understanding of important ideas in international trade and mastery of approaches to solving problems which we have not explicitly dealt with.

Universidad Latinoamericana de Ciencia y Tecnología

Investments	English	The course does a survey of investment media, concepts and techniques to provide an understanding of the investment process in the economic and financial environment. Basic valuation concepts of stocks and bonds are introduced. Risk/Return trade-off is taught in this course. Also, alternative investments as a medium of diversification are explored. As the instructor tries to bridge the gap between Theory and Practice, several real-world examples are presented. This may include names of companies, tools and methods, which should not be interpreted as Investment Advice. The instructor is NOT licensed to offer personal investment advice. This course does NOT guarantee you investment success.
Managerial Skills Development	English	One of the central issues in business management is the development of the effective executive. In this course we will identify some of the most important skills needed and will provide some basic framework for its identification and understanding. Along with the theory, the student will be able to learn through cases and exercises that will help him/her develop these skills.
Quality Management	Spanish	Techniques used for organizational Quality Improvement are studied in this course. This course allows the student to analyze and improve sub- processes included within the macro process of a company; reckon the impact of process improvement with regards to customer satisfaction and; define management indicators for the appropriate process follow-up.
International Finance	English	The course studies international business decision making emphasizing the effects of internationalized financial and non-financial markets. Topics include: Exchange rate analysis, hedged costs of funds, economic exposure and management, capital budgeting, financial and corporate strategy, and the evaluation of international risks and returns.

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