

MALLA PROGRAMA DE ADMINISTRACION DE EMPRESAS

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1 Para matricular la asignatura de práctica debe haber cursado todas las asignaturas del séptimo semestre

2 El estudiante debe elegir una opción de grado para optar el título profesional

**CR:** Créditos Académicos, **HAD:** Horas de Acompañamiento Docente, **HLA:** Horas de Lab, Taller o Sala, **HTI:** Horas de Trabajo Independiente

**.FORMACIÓN ADICIONAL CERO CREDITOS OBLIGATORIA:** Deporte Formativo

**.ELECTIVAS: Humanidades:** (1) Desarrollo intragrupal (2) Familia y Sociedad (3) Psicología para la vida cotidiana (4) Historia empresarial colombiana

**.Humanidades:** (1) Axiología (2) Historia de la Cultura (3) Antropología (4) Inteligencia Emocional

**.De Profundización I:** (1) Habilidades Gerenciales, (2) Comportamiento del Consumidor (3) Administración de ventas (4) Estrategias de Negociación

**De Profundización II:** (1) Competitividad (2) Cadena de valor (3) Mercadeo Internacional (4) Gestión de crédito

**De Profundización III:** (1) Salud Ocupacional (2) Gestión Ambiental (3) Negociación y manejo de conflictos (4) Prospectiva estratégica

**De Profundización IV:** (1) Negocios y mercadeo virtual (2) Auditoría operativa y Financiera (3) Mercados de Capitales (4) Valoración de Empresas