

# Executive MBA

Maestrías en Negocios

*“Commitment to freedom and excellence.”*

**ITam**

Executive MBA

**ITam**



**NUS**  
BUSINESS  
SCHOOL



# About ITAM

- Founded in 1946 under the leadership of Raúl Baillères.
- Autonomous since 1962 by presidential decree.
- 15 Undergraduate Programs
- 10 Master's Degree Programs
- Executive courses with more than 7,000 students per year

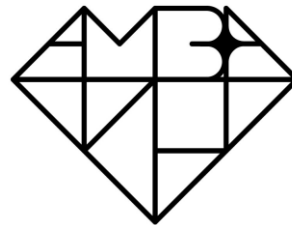




## International Recognition

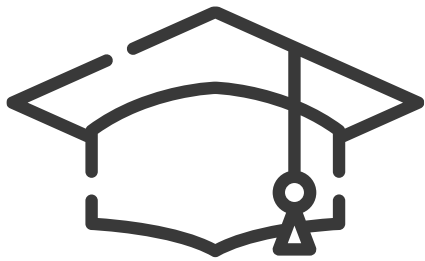


**AACSB**  
ACCREDITED



ASSOCIATION  
OF **AMBA**  
ACCREDITED





# Executive **MBA**

# International Rankings

**CEO Magazine Global MBA Rankings 2024,  
Executive MBA**

**No. 2 worldwide**



**QS Executive MBA Rankings 2024**

**No. 1 in Mexico and  
No. 3 in Latin America.**





# Teaching Proposal

## Integral and Balanced

Among the techniques used that favor learning are:

- Highly participative classes.
- Lectures.
- Discussion of business cases.
- Lectures.
- Team work.
- Business simulations.
- Personalized consulting.



# Program Features:

- Executive MBA Degree - Master in Business Administration.
- Global perspective of top management.
- Faculty with solid academic and professional background.
- Three intensive one-week courses at The Wharton School, NUS Singapore and IE Business School.
- The added value of networking, favored by the profile of the participants.
- The structure and comprehensive services of a program for senior executives.



# Program Structure

The program consists of 18 courses:

- 15 at ITAM
- 1 at *NUS Business School*
- 1 at *IE Business School*
- 1 at *The Wharton School*

Alternate weekends - Fridays from 9:00 am to 7:00 pm, Saturdays from 8:00 am to 3:00 pm.

Three trips are made during the 22 months of the program:

- Singapore
- Madrid
- Philadelphia





# Curriculum Executive MBA

## Management Skills

Leadership and Management of Change  
Organizational Behavior  
Strategy and Management of Human Capital

## Marketing and Operations

Marketing Management  
Information Technology Management  
Global Supply Chain Management

## Finance and Accounting

Financial and Managerial Accounting  
Financial Management  
Statistical Methods for Business

## Strategy and Entrepreneurship

Strategic Management  
Innovation and Entrepreneurship  
General Management

## Environmental Analysis

Corporate Law  
Managerial Economics  
Global Macroeconomics

## International Seminars

International Seminar I, Doing Business in Asia, National University of Singapore  
International Seminar II, Leading Organizational Renewal, IE Business School, Madrid, Spain  
Negotiation and Ethics, The Wharton School, Philadelphia, USA



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# Faculty

The quality of the faculty is an essential factor for those who decide to study at ITAM.

- Solid academic background and extensive professional experience.
- World class.
- Leaders in knowledge generation.
- Experience at senior management level in their professional trajectory.

## NUS Business School Doing Business in Asia

- Macrotrends & the Economy in China
- Business Operations in China
- Strategies for Success in China and Asia
- Leadership & Innovation in Asia
- Sustainability in Asia



**2024:** 1st position in  
universities in Asia and 8th  
position in the global ranking.





## IE Business School Leading Organizational Renewal

- European Economic Outlook
- Innovation
- Corporate Entrepreneurship
- Business, Government and Society





## Executive Negotiation Program

- Critical Thinking
- Strategic Leadership
- Negotiations
- Strategic Persuasion
- Global Strategy





## Success Stories

“If you have the tools and the skills, you have to trust in yourself and get ahead. I think the Executive MBA gives you the security to say: I am prepared for this experience, of course I can be successful not only in my company but anywhere. I think what the Executive MBA did was to give me much more tools on how to channel the experience in a faster way, in other words, to capitalize on success in a different way. The Executive MBA does not guarantee that you will be successful, but it does give you a great chance of being successful, and it gives you an incredible network of contacts”.

**Ramón Mariscal. President of Dupont Mexico and Latin America.  
Cohort 5, 2008**





## Coppel Group Alumni

“My experience as a student has been extraordinary and from the very first moment I have found it very useful and practical to apply what I see in class in my daily work.”

**Andrea Parra Zabalza. Public Relations Manager.**  
**Cohort 18, 2022**

“My experience in the Executive MBA at ITAM far exceeded my expectations, the quality of the teachers was extraordinary and contributed a lot to my vision of business management, with very applicable teachings to large and complex companies such as Grupo Coppel. In the same sense, the level of my classmates was impeccable, very well selected, and I am happy that they are now part of my professional network and friends.”

**Karely López Rubio. Director of consumer credit.**  
**Cohort 17, 2021**

“Studying the Executive MBA at ITAM has been a great experience, interacting with executives from the largest companies in Mexico and the international experiences have helped me to broaden my vision, giving me the tools to generate value in my organization”.

**Jesús Sánchez López. Strategic Innovation.**  
**Cohort 16, 2019**



# Integral services

- Books and didactic materials.
- Exclusive cafeteria services (coffee break bar and meals at ITAM).
- Lodging and two meals per day during travel.
- Executive center services.
- Library service, use of information resources: catalogs and databases.
- Parking service.



# Admission Requirements

- Be a graduate of any bachelor's degree.
- Have professional experience of at least 6 years and currently occupy at least 4 years in a position where challenges and problems of senior management are faced.
- Interview with one of the members of the Admissions Committee.
- Submit the requested documentation.



## Delivery of documents to schedule an interview.

- Enrollment application form signed by the candidate.  
<https://merlin2.itam.mx/RegistroAdmisionesPosg/>
- Privacy notice signed by the candidate.  
<https://merlin2.itam.mx/RegistroAdmisionesPosg/>
- Résumé.
- One essays with the following topic: In the year 2040, your autobiography is published, what will the critics say about you?

## Interview

- Scheduled with a member of the admissions committee.

## Admitted Notification

- This will be done by e-mail and if accepted a letter of acceptance will be sent.
- They must submit the rest of the documentation to begin the enrollment process.

## Payment of registration fee

- By bank deposit or wire transfer, payment options will be provided by the program coordination.

# Cohort 2025 Program Fee

**USD\$25,000.00 plus \$590,000.00 Mexican pesos \***

- Includes registration fee.

\*Amounts in dollars must be paid in their equivalent in pesos at the exchange rate issued by the Diario Oficial de la Federación of Mexico on the day of payment.



# Thank you



Alma Rodríguez Durán

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