



Universidad del
Rosario

Escuela de
Administración



2024

International certificates

Exchange with a purpose

Elevate your international profile with an international certification program focused on managerial trends in the digital era.

Go beyond a traditional semester abroad and acquire skills in both English and Spanish while earning academic credits and immersing yourself in a new business culture alongside Colombian students.

Whether virtually or on-campus in Bogotá, Colombia, you will build an international network of young managers and broaden your worldview.



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**Diverse
networking**

Doing business in Latam (20,4 ECTS)

Overview

Experience the reality of Latin America through the lens of one of the most important countries in the region: Colombia.

Obtain a deeper understanding of business in the Latin American context. Considering the region's legal, cultural, geopolitical, and commercial environment

 English

 Virtual

 One semester

Academic structure

Geopolitics in Latam	3,4 ECTS
Global Marketing	5,1 ECTS
Latin American Cultural Diversity	3,4 ECTS
International Trade	5,1 ECTS
International Business Management	3,4 ECTS



Experience Marketing

(20,4 ECTS)

Overview

Get ready to navigate the new trends in consumer behavior and purchasing trends in a bilingual setting.

Gain a comprehensive understanding of how to effectively engage your clients and set your campaigns to foreign markets.



English

Spanish



On-Campus



One semester

Academic structure

- Comportamiento de compra del cliente y del consumidor (3,4 ECTS)
- Customer Experience Management (3.4 ECTS)
- Customer insights and data analytics (3,4 ECTS)
- Experience Marketing Campagins (3,4 ECTS)
- Diseño digital (3,4 ECTS)
- Neuromarketing (3,4 ECTS)



Leadership in a Global Context

(20,4 ECTS)

Overview

Enhance your understanding of leadership in global contexts from a hands-on perspective with Colombian students and companies.

Understand culture and its complexity in negotiation scenarios. Develop an strategic approach to manage change and foster innovation.

 English

 On-Campus

 One semester

Course catalogue

- Innovation (3,4 ECTS)
- Strategy (3,4 ECTS)
- Negotiation and Interculturality (5,1 ECTS)
- International Trade (5,1 ECTS)
- International Business Management (3,4 ECTS)
- Branding (3.4 ECTS)
- Global Marketing (3,4 ECTS)
- Leadership and Sustainability (3,4 ECTS)
- Managing Change (3,4 ECTS)

Choose the courses of your interested and complete 20,4 ECTS to earn the international certificate

Business Intelligence and Digital Transformation

(20,4 ECTS)

Overview

Understand how the integration of digital technologies into the daily operations of companies delivers value to its customers.

Beyond the integration of new technologies, you will be able to propose organizational transformations.



English

Spanish



On-Campus



One semester

Course catalogue

- Métodos de analítica de datos (3,4 ECTS)
- Blockchain (3,4 ECTS)
- Internet of Things (5,1 ECTS)
- Business in the cloud (3,4 ECTS)
- Business intelligence with big data (3,4 ECTS)
- Juego gerencial y simulación de empresa (3,4 ECTS)
- Empresa Inteligente I (3,4 ECTS)

Choose the courses of your interest and complete 20,4 ECTS to earn the international certificate



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UR Business HUB: a digital leading-edge School