Double Degree Doctorate

in

Doctoral Research Dissertation Programmes

jointly conducted and offered

in the study area of

Business Administration
Universidad Azteca de Chalco and International University of Business and Law agreed to conduct a double degree programme at the doctoral research level, offered to international students in Spanish, English and German study and dissertation languages utilizing the various educational partnerships and branch campuses of the two partnering universities across Europe and the Americas.

The programme offers students various entry points at the doctoral level and earns two doctoral degrees by one dissertation.

The two study systems in Mexico and Ukraine correspond in terms of requirements for the doctoral research degree, minimum admission requirement is a M1 Master degree or four years degree with a workload of 240 ECTS credits (300 mexican creditos), whereby, in case of a M2 Master degree (300 ECTS or 375 creditos) 60 ECTS credits (75 creditos) can be transferred into the period of instruction of the doctoral programme.

Degree requirements are 120 ECTS in period of instruction (transfer of credits from Master degree possible), 30 ECTS in research and dissertation project, 30 ECTS in writing the dissertation-thesis and its defence either on branch-campus or online.

The double degree programme offers students the greatest possible flexibility and opportunity to earn two distance degrees at the doctoral level.

The International University of Business and Law degree is explicitly accredited at the fourth level and hence recognised internationally, the Universidad Azteca de Chalco degree is a legally awarded grado propio of the university in accordance with Art. 41 of the General Law of Education in a study area in which the university is accredited.
LAUNCHING THE PROGRAMME

Dean for European Programmes, Prof. DDr. Gerhard Berchtold – Programme Coordinator

"I am very pleased to announce the collaboration between Universidad Azteca de Chalco and International University of Business and Law in Kherson, Ukraine, offering Azteca students the opportunity to earn a second doctoral degree accredited in Europe and hence being covered by the Lisbon Agreement on Recognition of Higher Education Degrees in the UNESCO Region of Europe. This agreement between our universities expands the scope and international outreach of Universidad Azteca de Chalco for both, international students and domestic Mexican students."

Gerhard Berchtold addressing the graduation ceremony at Universidad de Chalco, Dec. 17, 2009
WELCOME MESSAGE

Universidad Azteca de Chalco International Programs developed a multidisciplinary PhD in Management curriculum tailored to meet the varying needs of students from around the world and various sectors of management and leadership. Azteca’s International Division was established to provide students with a means to pursue a superior comprehensive education from anywhere, at any time, without interruption.

On December 16th 2009 Universidad Azteca and EBC Entrepreneurship Business College invited to the Centro Universitario in Mexico City to give a presentation of the launch of the Executive MBA programme (Maestria Ejecutiva de Negocios, Ex MBA) and the consecutive doctorate PhD in Management endorsed and supported by the Mexican Ministry of Economy (Secretaría de Economía). The programme aims at creating innovation through practical business education and a project case-study. In my address I had the opportunity to highlight the important contribution and opportunities of continuous innovation processes, the role of SME´s and the relevance of highly trained business executives at the postgraduate level by applying e-learning and distance education in a transnational higher education environment.

At the given English version of the Doctorate of Business Administration programme, we welcome all individuals interested in pursuing a career in management to join our student community. As a doctoral research candidate you will receive an excellent professional and scientific support, preparing you to meet the current international trends and requirements of sound management research and presentation of the findings.

This brochure provides an overview of Universidad Azteca de Chalco and International University of Business and Law, Kherson, Management PhD-degree programmes available as double degree programmes in Spanish, English or German.

If you have questions not addressed in this brochure, or if you need additional information, please contact us by email at: europe@universidadazteca.edu.mx

We look forward to you joining us at the Universidad Azteca management program.

Sincerely,

Gerhard Berchtold
Dean of European Programs and the School of Environmental and Waste Management
Universidad Azteca de Chalco
ACCREDITATION

*Universidad Azteca de Chalco, Centro de Estudios Superiores Azteca* is a Private University with Recognition of the Official Validity of Studies awarded by the federal Secretary of Education (Institución Particular, con Reconocimiento de Validez Oficial de Estudios (RVOE) ante la Secretaría de Educación Pública (SEP) de los Estados Unidos Mexicanos), accredited by the Federal Ministry of Education of the Republic and recognized by the Federal Government (SECRETARIA DE EDUCACION PUBLICA, SEP) to award University degrees.

According the Mexican Higher Education laws Universidad Azteca de Chalco is authorized to award degrees with RVOE and own academic and professional higher degrees of the university (grados propios).

Universidad Azteca de Chalco is recognised by the Federal Ministry of Education SEP with RVOE to award degrees among others in the study areas of Administración de Empresas (Business Administration) as covered by this double degree programme.

The postgraduate doctoral research degree is an own degree awarded by the accredited University in accordance with Article 59 of the General Law of Education of the Republic of Mexico.

Universidad Azteca de Chalco on the international level is listed with the United Nations Educational, Scientific and Cultural Organization (UNESCO), International Association of Universities under the list of universities of Mexico and the International Handbook of official directory Universities of accredited universities published by the United Nations.

[http://www.unesco.org/iau/onlinedatabases/list_data/m-nw.html#Mexico_Under_the_entry](http://www.unesco.org/iau/onlinedatabases/list_data/m-nw.html#Mexico_Under_the_entry)

“Universidad Azteca de Chalco”.

The overleaf statement by the federal Mexican government Secretary of Public Education, General Directorate of University Education, Directorate of Private (Particular) Institutions of Higher Education, signed by the Director of the Directorate, confirms that Universidad Azteca de Chalco is a recognised university.
El suscrito el Maestro Héctor Luis Navarro Pérez  
Director de Instituciones Particulares de Educación Superior

Hace constar que el Centro de Estudios Superiores Azteca perteneciente a Universidad Azteca de Chalco, S. C., tiene Reconocimiento de Validez Oficial de Estudios de la Secretaría de Educación Pública.

Sin otro particular.

Atentamente

[Signature]

Lic. Héctor Luis Navarro Pérez  
Director de Instituciones Particulares de Educación Superior.
México, D.F. a 19 de Mayo del 2009

CONSTANCIA

Por medio de la presente, hacemos constar que la Universidad Azteca ha estado afiliada a la Alianza para la Educación Superior (ALPES) desde el día 12 de Agosto de 2003 a la fecha.

La Universidad Azteca cumple con los estándares requeridos para pertenecer a nuestra Asociación, entre los cuales se considera la constitución de una institución educativa legalmente establecida, regida por las leyes y reglamentos que se suceden en la Secretaría de Educación Pública en nuestro país.

Atentamente

Lic. María Luisa Flores
Directora General

Tehuantepec 147-1er piso, Col. Roma Sur, Cuauhtémoc, México D.F., C.P. 06760  Tel/fax 5264-1519 5574-0919
educacionsuperior_alpes@yahoo.com.mx, alpes_educacion@yahoo.com.mx, www.alpes.edu.mx
Business Administration

The postgraduate doctoral research degree is an own degree awarded by the accredited University in accordance with Article 59 of the General Law of Education of the Republic of Mexico.

Official notification of the Registry of Educational Establishments, 9 April 1999, No. 15-00084: registered in the first section of the Book 71-VIII of Educational Institutions, on page 129, as a Private Institution with Recognition of the Official Validity of Studies, awarded by the General Directorate of Higher Education of the Sub-Secretary of Higher Education and Scientific Research of the Secretary of Public Education SEP.


Decree of the Registry of Educational Establishments, 9 April 1999, No. 15-00084: that the Educational Institution has an authorization to conduct studies of the type “Superior”; that the Educational Centre can award titles and degrees in conformity with those established in Article 60 of the General Law of Education and 18 of the Law for the Coordination of Higher Education.

Bescheid des Registers der Bildungs-Institutionen, 9. April 1999, Nr. 15-00084: dass die Bildungs-Institution autorisiert ist, Studien des Typs “Tertiär” durchzuführen; dass die Bildungseinrichtung Titel und akademische Grade in Übereinstimmung mit jenen verleihen kann, die gemäß Art. 60 des Allgemeinen Gesetzes über die Bildung und 18 des Gesetzes über die Koordination der Höheren Bildung vorgesehen sind.

Escuela o Centro de Trabajo
Clave del CT: 15PSU2215B
Estatus: CENTRO DE TRABAJO ACTIVO
Nombre del CT: CENTRO DE ESTUDIOS SUPERIORES AZTECA / UNIVERSIDAD AZTECA *
Nombre del director: MTRO. AGUSTIN LOPEZ Y GONZALEZ PACHECO
Tipo: EDUCACION SUPERIOR
Nivel: LICENCIATURA y POSGRADOS
Subnivel: UNIVERSITARIA
Control administrativo: Control: PRIVADO Subcontrol: PARTICULAR
Sostenimiento: PARTICULAR
Normativa: DIRECCION GENERAL DE EDUCACION SUPERIOR UNIVERSITARIA
Operativa: DIRECCION GENERAL DE EDUCACION SUPERIOR UNIVERSITARIA

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* The term „Universidad“ is a legally protected denomination and reserved for those postsecondary institutions of higher education, offering at least five officially recognised Licenciado (Bologna system Master-level) or postgraduate degree programmes, in at least three study areas, including arts (humanities).

Der Begriff „Universidad“ ist in Mexiko gesetzlich geschützt und jenen postsekundären Bildungseinrichtungen vorbehalten, die mindestens fünf offiziell anerkannte Licenciado Diplomstudien oder postgraduale Studien anbieten und das in mindestens drei Fachbereichen, von denen einer Geisteswissenschaften sein muss.

Acuerdo n° 279/2000
Artículo 26.- La autoridad educativa vigilará que las denominaciones de los establecimientos de educación superior: ...
IV. Omitan utilizar el término “universidad”, a menos que ofrezcan por lo menos cinco planes de estudios de licenciatura, o posgrado, en tres distintas áreas del conocimiento, una de las cuales deberá ser del área de humanidades.

International Recognition:

The PhD in Management awarded by Universidad Azteca is considered comparable to a British Doctor of Philosophy degree (PhD) standard by UK NARIC (Statement of Comparability, 2 March 2010, Re.No. 1941906681; Certificate of Comparability, 5 March 2010, Re.No. 1941906681).

Programs of Universidad Azteca are equivalent to the programs conducted by Universities in India as per letter No.EV/II(371)/2010/1925 dated 2nd March 2010 of Association of Indian Universities, Department of Foreign Degree Evaluation, New Delhi.

The PhD awarded by Universidad Azteca is considered comparable with NFQ level 8 (old) or 10 (new) by SAQA (South Africa) (494575, 2010-02-11).
Accreditation Certificate for the IUBL PhD programme

Ministry of Education and Science of Ukraine, Certificate of Accreditation, Series PI-IV, No. 224087, Private Higher Education Establishment, International University of Business and Law (IUBL), according to the decision of the State Accreditation Commission dated 22 June 2006, Minutes No. 61 (the Order (Decree) of the Ministry of Education and Science of Ukraine dated 29.06.2006 No.2043-JI), has been acknowledged as accredited with the status of a higher education establishment of the (IV) fourth level – which is the doctoral research level at PhD level. International University of Business and Law, Location of the legal entity: 73000, the city of Kherson, 49th Gvardiyska Dyviziya Street, 37A is also accredited in the following fields of study and specializations: Field of Study: Economics and Entrepreneurship - Specialization: Finance, Accounting and Audit, Marketing. Field of Study: Management - Specialization: Management. Field of Study: International relations - Specialization: International Economic Relations. Field of Study: Law - Specialization: Legal Studies. IUBL is also accredited for training foreign nationals within given fields of studies.
Both universities are recognised and accredited by the respective Ministries of Education in each country of origin, and additionally evaluated by and meeting the quality requirements of ALPES (Universidad Azteca de Chalco) and IES (IUBL) – certifying the international status and quality management systems in the provision of transnational higher education of both universities.
Business Administration and Management Programs at Universidad Azteca de Chalco

Purpose

- Provide education, outreach, research and knowledge sharing on management
- Advance global management ethics and decision-making, foster partnerships, and promote effective government / industry relationships.
- Contribute to a cooperative environment and mutual understanding of economic, social, environmental, and ethical management issues between all stakeholders.

The outcome objectives are

- Provide a forum of study that allows each student to build on his or her past academic and professional experience in a relevant and meaningful fashion.
- Develop a critical approach to the use of contemporary sources as a means of exploring complex concepts, ideas and issues of relevance and value to the chosen area of study.
- Develop the power of critical enquiry, logical thought, creative imagination and independent judgment.
- Provide a forum of study that allows each student to build on his or her past academic and vocational experience in a relevant and meaningful fashion.
- Expose the student to a range of prospective, which may be applicable to both the interests and work situations as appropriate.
- Recognize the variety of sources of learning and an appropriate diversity of means for assessing achievement.

Objectives of the Program

This program intends to allow the individual student to develop the own potential through a study orientated on the academic and vocational aspects.

Innovation put into practice through a real business project is the core element of the thesis.
DEGREES OFFERED
PhD in Management (Administration)
PhD Doctor of Philosophy in Business Administration
Doctor en Filosofía en Administración

**Entry requirements** - Master degree in a related field or equivalent degree at the graduate level. **Entry requirements** – Master’s degree with 240 ECTS credits (300 creditos mexicanos / individual admission evaluation for candidates with equivalent academic and professional background). 240 ECTS credits minimum entry requirement / 300 creditos mexicanos

**Degree requirements** – Coursework, dissertation: 180 ECTS credits / 225 creditos mexicanos – credits workload duration of programme: three (3) full study years.

**Level 1 - Periodo de docencia – Study curriculum (120 ECTS)**

**Option 1: Candidates with the Master degree credits for transfer:**

All core courses have already been taken during the taught Master programme. Candidates can transfer ECTS credits from the core courses. Transfer credits from equivalent or comparable courses may be accepted on a case-by-case basis.

**Option 2: Candidates without the Master degree credits for transfer:**

Candidates must take the core courses during the study curriculum for doctoral course-work.

**Level 2 – periodo de investigación - doctoral research project (30 ECTS)**

All candidates need to conduct empiric doctoral research – 30 ECTS credits.

**Level 3 – Doctoral dissertation (30 ECTS)**

All candidates must write and submit a Doctoral dissertation of not less than 25,000 words – 60 ECTS credits.
PROGRAM OUTLINE

The academic focus of the PhD programme of study will be on the professional areas of a student’s specialization as provided by course-books and the individual portfolio and study plan as well as the given research question and project.

Program Structure

<table>
<thead>
<tr>
<th>Level</th>
<th>Mexico Credits</th>
<th>European ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>L 1</td>
<td>75 credits</td>
<td>60 ECTS</td>
</tr>
<tr>
<td>L 2</td>
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<td>120 ECTS</td>
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<tr>
<td>L 3</td>
<td>225 c</td>
<td>180 ECTS</td>
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<tr>
<td>L 4</td>
<td>300 c</td>
<td>240 ECTS</td>
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<tr>
<td>L 5</td>
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<th>Level</th>
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<th>European ECTS</th>
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<td>450 c</td>
<td>360 ECTS</td>
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<tr>
<td>M 2/ D 2</td>
<td>525 c</td>
<td>420 ECTS</td>
</tr>
<tr>
<td>D 3</td>
<td>600 c</td>
<td>480 ECTS</td>
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</table>

ENTRY REQUIREMENTS
BACHELOR DEGREE
TRANSFER OF CREDITS
OR EQUIVALENT
VALIDATION OF PRIOR
LEARNING
AWARD OF CREDITS

M 2 MASTER OF
SCIENCE
DEGREE
CORRESPONDING
WITH THE
BOLOGNA
SYSTEM AND
ECTS AS
INTERNATIONAL
FORMAT

AZTECA DEGREE AWARDED IN SPANISH
LANGUAGE:

AZTECA DEGREE AWARDED
DOCTOR EN FILOSOFIA
EN ADMINISTRACION

DOCTORATE:
GRADO PROPIO LEGALLY AWARDED BY
ACCREDITED UNIVERSITY IN
ACCORDANCE WITH ARTICLE 59 OF THE
GENERAL LAW OF EDUCATION – LEY
GENERAL DE EDUCACION

IUBL DEGREE AWARDED:
PhD IN BUSINESS
ADMINISTRATION

WITH ACCREDITATION BY
MINISTRY AT FOURTH
LEVEL (DOCTORATE)

AZTECA DEGREE AWARDED
DOCTOR EN ADMINISTRACIÓN
DE EMPRESAS with RVOE by SEP

M2 LEVEL ACC. TO BOLOGNA-SYSTEM

MAESTRIA EN DERECHO with RVOE by SEP
PG PROFESSIONAL DOCTORATE LEVEL 2/3
ACC. TO BOLOGNA-SYSTEM

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Doctorate of Philosophy in Administration

This degree provides the student with curriculum and research opportunities to develop students skills in critical analysis, modelling and management, as well as broaden and deepen students comprehension of management issues from a multidisciplinary perspective. This degree is applicable for government and industry management professions.

Qualification:
Name of qualification and title conferred:
Doctor of Philosophy in Administration

Main Fields of study for the qualification:
Multi-disciplinary in Management (Leadership / Liderazgo)

Name and status of awarding institutions:
Universidad Azteca de Chalco, Mexico, Accredited university, grado propio
International University of Business and Law, Kherson, Ukraine, accredited degree

Level of the qualification:
Doctorate (postgraduate research degree)

Official length of the programme:
There is no requirement to complete the credit requirement for this award within a certain time period.

Access requirements:
The minimum entrance requirement is either a first Master degree awarded by an accredited and recognised college or university or other recognised degree awarding body, or an equivalent qualification of at least 240 ECTS credits.

Mode of study:
Distance and e-Learning

Grading Scheme:
Assessment is divided between continuous assessment of assignments and end of course assessment of examinations. Student performance is measured either tutor-marked or computer-marked. The final course result depends on the overall performance. Thesis must be defended before a commission (tribunal) – online possible.
Information on the function of the qualification:
Access to further study: postgraduate
Professional status: Specialist-researcher in the study area at the postgraduate level.

Qualifications that signify completion of the third cycle are awarded to students who:

have demonstrated a systematic understanding of a field of study and mastery of the skills and methods of research associated with that field;
have demonstrated the ability to conceive, design, implement and adapt a substantial process of research with scholarly integrity;
have made a contribution through original research that extends the frontier of knowledge by developing a substantial body of work, some of which merits national or international refereed publication;
are capable of critical analysis, evaluation and synthesis of new and complex ideas;
can communicate with their peers, the larger scholarly community and with society in general about their areas of expertise;
can be expected to be able to promote, within academic and professional contexts, technological, social or cultural advancement in a knowledge based society;

(Dublin Descriptors)
Joint Presentation and Defence of Thesis Dual-PhD-Award

Evaluation of Thesis by both universities

Research project conducted under supervision of Universidad Azteca

Co-supervision by International University of Business and Law

Study Curriculum with Universidad Azteca or transfer of credits above 240 basic entry ECTS points

Transfer of credits from Universidad Azteca from study curriculum to International University of Business and Law
DEGREE EXAMPLES

Universidad Azteca

DEGREE EXAMPLES

JOE STUDENT – SAMPLE – SAMPLE – SAMPLE

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TEACHING FORMAT

Distance and blended learning modes, tutor and computer marked assignments. Supervised research project and thesis defence.

Application of the ECTS European Credits Transfer System

We apply the ECTS European Credit Transfer System for all our international courses and degree programmes. All degrees are issued along with the Diploma Supplement in accordance with ECTS-regulations.

ECTS KEYWORDS (Source: ECTS website)

What is a credit system?
A credit system is a systematic way of describing an educational programme by attaching credits to its components. The definition of credits in higher education systems may be based on different parameters, such as student workload, learning outcomes and contact hours.

How did ECTS develop?
ECTS was introduced in 1989, within the framework of Erasmus, now part of the Socrates programme. ECTS is the only credit system which has been successfully tested and used across Europe. ECTS was set up initially for credit transfer. The system facilitated the recognition of periods of study abroad and thus enhanced the quality and volume of student mobility in Europe. Recently ECTS is developing into an accumulation system to be implemented at institutional, regional, national and European level. This is one of the key objectives of the Bologna Declaration of June 1999.

Why introduce ECTS?
ECTS makes study programmes easy to read and compare for all students, local and foreign. ECTS facilitates mobility and academic recognition. ECTS helps universities to organise and revise their study programmes. ECTS can be used across a variety of programmes and modes of delivery. ECTS makes European higher education more attractive for students from abroad.

What are the key features of ECTS?
ECTS is based on the principle that 60 credits measure the workload of a full-time student during one academic year. The student workload of a full-time study programme in Europe amounts in most cases to around 1,500-1,800 hours per year and in those cases one credit stands for around 25 to 30 working hours.
Credits in ECTS can only be obtained after successful completion of the work required and appropriate assessment of the learning outcomes achieved. Learning outcomes are sets of competences, expressing what the student will know, understand or be able to do after completion of a process of learning, long or short. Student workload in ECTS consists of the time required to complete all planned learning activities such as attending lectures, seminars, independent and private study, preparation of projects and examinations. Credits are allocated to all educational components of a study programme (such as modules, courses, placements, dissertation work, etc.) and reflect the quantity of work each component requires to achieve its specific objectives or learning outcomes in relation to the total quantity of work necessary to complete a full year of study successfully. The performance of the student is documented by a local/national grade. It is good practice to add an ECTS grade, in particular in case of credit transfer. The ECTS grading scale ranks the students on a statistical basis. Therefore, statistical data on student performance is a prerequisite for applying the ECTS grading system.

Universitàd Azteca applies the ECTS as an accepted international standard in international programmes. The ECTS system is already used by numerous universities worldwide, including the UNU United Nations University and GVU Global Virtual University programs.
"La Universidad Azteca será lo que tu quieras ser"

“The Universidad Azteca will be what you want to be”

“Die Universidad Azteca wird das sein, was Du sein möchtest”
Mensaje del Rector

Te doy la más cordial bienvenida a tí, que te interesa ser alguien en esta vida. A tí, que no estás satisfecho con lo que sabes, conoces y vives. A tí, que anhelas conocer la cultura, arte y conocimientos universales, y lograr así tu plena realización personal, entendiendo que tu formación y conocimiento debe ser el del ciudadano del mundo.

Tu interés se manifiesta al visitar nuestra página y tratar de conocer nuestra Universidad cuya esencia la quiero resumir en los siguientes conceptos:

Nuestra Universidad es consciente de la elevada dignidad de la persona humana y promueve, por muy diversos medios, el desenvolvimiento y enriquecimiento de la personalidad; la adquisición de los hábitos intelectuales precisos para encontrar la verdad, profundizar en ella, comunicarla a los demás y contrastar pareceres en el curso del diálogo; enseña a poner en juego las capacidades personales en un trabajo ordenado e intenso; profesa absoluto respeto por la conciencia de cada uno; impulsa la creatividad y el espíritu de iniciativa y trata de educar en el recto sentido de la libertad; tiene en el punto central de todas sus actividades, el servicio a las personas individualmente, consideradas como miembros de una sociedad, estimulando el afán de servicio recíproco, de comprensión mutua, de cordial convivencia y solidaridad universal, coadyuvando a hacer hombres y mujeres de criterio recto y buenos ciudadanos que logren la trascendencia de nuestro querido México.

Mtro. Agustín López González Pacheco

Rector magnifico
UNIVERSIDAD AZTECA

Filosofía Institucional: La Universidad Azteca basa su razón de ser en una línea de pensamiento humanista, de inspiración Católica, fundamentada en los principios del evangelio y en la obra de San Juan Bautista De La Salle.

Misión: La Universidad Azteca es una Institución de Educación Media Superior y Superior, Humanista, Católica, e inspirada en la Vida de San Juan Bautista De La Salle, que tiene como misión la realización integral del ser humano, formando personas con valores y alto nivel académico capaces de promover el entorno del cual forman parte.

Visión: La Universidad Azteca debe ser un factor decisivo en el desarrollo económico, político, social y cultural de México, a través de sus servicios educativos, en sus diferentes modalidades, buscando la excelencia de sus egresados para que produzcan cambios significativos en el conocimiento científico y tecnológico, comprendiendo su entorno social y capaces de luchar por la verdad, manteniendo un espíritu de superación y servicio.

Proclamamos la trascendencia personal y social de la Universidad. Considerando la institución universitaria como instrumento decisivo para el desarrollo moral, intelectual y cultural de las personas, así como, para el progreso científico y tecnológico de los pueblos. Considerando que su principal misión es ser formadora de seres humanos armónicamente desarrollados. Considerando a la Universidad como el instrumento más idóneo para lograr un desarrollo humano sostenible. Admite y hace propio el enunciado de De La Isla:
"Se ha de educar para el futuro. Es decir, para siempre. Y se educa para siempre cuando se logra que el estudiante aprenda el oficio más importante y más difícil, el oficio de ser hombre; cuando se logra que el estudiante se comprometa desde su convicción más profunda con su desarrollo personal, con su sociedad y con su historia". 
Amor a la verdad.
La Universidad considera como su actividad profesional la búsqueda y enseñanza de la verdad manifestada en cada ciencia y conocimiento adquirido.
El amor a la verdad, lleva al universitario a rechazar el error, las afirmaciones infundadas, la intencionada ambigüedad, el sofisma. Y esto no sólo en el propio campo de la dedicación científica y profesional, sino en todos los aspectos de la vida.
El falsear la verdad científica es un delito hacia la humanidad. El falsear la verdad histórica con intereses de muy diversas índoles, es un crimen hacia la persona humana.
Las verdades más profundas, trascendentes, que se refieren a los deberes y derechos de la persona, al sentido de la vida y de la sociedad, a la moral, la justicia y la equidad, etc., dan lugar a convicciones sólidas y suponen un compromiso permanente para la propia conducta personal y social, que no debería ser traicionado jamás.
Así pues, frente a una cultura que defienda la imposible neutralidad axiológica, la falsedad, la mentira, la hipocresía, el engaño, la corrupción, la Universidad alienta una educación orientada y comprometida con la verdad. Solamente haciéndonos paladines de la verdad, lograremos la realización de nuestro ideal: "Un México Trascendente".

Proclamamos que la libertad es el alma de la vida universitaria, sin la que no se puede realizar tarea educativa alguna.
Buscamos formar hombres y mujeres cabales, profesionistas, competentes y personas íntegras, procurando que la libertad se manifieste plenamente en todas nuestras acciones educativas.

Espíritu universitario
El quehacer universitario, como cualquier otro quehacer humano, responde a un espíritu que viene a ser su principio, lo que le confiere su carácter propio, su esencia.
Con la expresión "espíritu universitario", se pretende decir algo más profundo que lo que podría significar un estilo, un modo de ser, una práctica usual o una forma de comportarse del universitario.
J.C.I.

Nuestro espíritu universitario se centra en la persona humana, considerando al ser humano como cuerpo y espíritu, como ser inteligente y libre, dueño de sus actos, llamado a ejercer un uso responsable de la naturaleza, con un destino superior que le trasciende, sujeto de derechos inalienables; con aspiraciones genuinas, a la verdad, al bien, a la belleza, a la justicia y al ejercicio de su libertad.

*********************************************************************
Dr. Saavedra is the Director and legal representative of "Universidad Azteca International Network System" and Founder and General Director of “Pro-Innovación Soluciones SC”, a consulting firm that provides service to transnational corporations, universities, governments and organizations in different countries like Mexico, United States, European Union, Malaysia, China, Taiwan, Bolivia, Peru, Honduras, Dominican Republic, Nicaragua and Costa Rica.

He has more than 19 years of experience as business consultant, with several executive positions worldwide. He has implemented successful operation in national and international companies and organizations. Dr. Saavedra has been the precursor of the creation of an international network of universities acting as Advisor for Organizational Development.

He has implemented educational technology, successful administrative design, application of acceleration models and innovation, setting out diagnosis and design of organizational structure. He has also created maps of leadership and integration of effective corporate team work.

Dr. Saavedra was invited to speech at the Forum Internacional de las Culturas 2007 event that joined scholars worldwide. He is a consultant member for United Nations for more than 9 years; he also collaborates with UNESCO and DPI NGO Section at UN.

Dr. Ricardo Saavedra holds a Bachelor Degree in Sciences, Master Degree of Education and Doctor of Philosophy in Psychology & Organizational Leadership.
Gerhard Berchtold, is Director of Business School Direct, Innsbruck, Austria the European Branch Campus representative of Universidad Azteca de Chalco, an Austrian scholar, management consultant, environmental policy advisor and businessman he is experienced in higher education provision and management. He is a full professor with Universidad Azteca de Chalco, and examinations developer for WWEDU World Wide Education in Austria. Since the 1980ies, Professor Berchtold has held a wide range of professional management and policy management experience, as well as distance education management and lecturing, research and consulting experiences. He has served the Austrian national Parliament and the European Parliament as consultant and assistant, was a full-vote member of the Austrian Superfund Commission (Altlastensanierungskommission), he used to be the administrative and political director of a fraction of the Tirol State Legislature. He has won awards including the Austrian annual prize for environment and public administration proposals, Oekomanager 2000, and is also a Salzburg Seminar alumnus (Environment and Diplomacy, 1994). He has published numerous publications and contributed substantially to both, international business at the operational level in terms of projects, facilities and technologies.

Professor Berchtold is a waste management entrepreneur and consultant since the late 1980ies and an elected representative of the branch of Waste and Waste Water Management in the Tirol State Economic Chamber since 1995, and headed the legislative working group of the branch of Waste and Waste Water Management in the Federal Economic Chamber of Austria 2000-2005. He is a full professor with UCN and Universidad Azteca de Chalco. Dean of European Programs & School of Environmental and Waste Management.
John F. Stampfli is a consultant on geopolitics and global risk management. His background includes management positions with Ernst & Young, LLP and KPMG, LLP where he was a subject matter expert in global logistics operations and supply chain security. John was also the Manager of Logistics for Unisys Corporation where he had direct responsibility for import/export operations, regulatory compliance, international and domestic transportation, and cargo security administration.

John has over 25 years of military, private and public sector experience. He is considered an expert in global logistics, security management and in intelligence operations and has consulted several of the world's leading companies in these areas. John also served in the United States Army National Guard reaching the rank of Brigadier General where he was an all source intelligence officer.

John has been published on security and intelligence issues appearing in several major publications. He received a PhD in International Commerce from Universidad Azteca de Chalco and a BA in History from California State University, Fullerton. In addition, he holds Professional Designations in International Business Management and International Trade from the University of California, Los Angeles and is a graduate of the United States Air Force Air War College, and United States Marine Corps Command & Staff College.
Jerry Peck is the Global Director of International Trade Compliance (ITC) for a $7 Billion leading Electronics Manufacturing Services (EMS) provider, serving the Automotive, Communications, Defense & Aerospace, Industrial Semiconductor, Medical, and Multimedia industries. In his current role, Jerry has responsibility for ensuring the company’s compliance with global trade regulations in more than 20 countries, across 5 continents.

With over 25 years of experience, Jerry’s background has uniquely encompassed nearly every facet of international trade, including third-party logistics, Fortune 200 multinational companies, and professional services consulting firms. These have included Mattel Toys, Compaq Computer, KPMG, and CapGemini Ernst & Young, respectively. His personalized methodology for “Global Trade Management” (GTM) – a model which incorporates equal parts trade compliance with trade optimization – has successfully resulted in best-in-class compliance operations with multi-million dollar duty / cost savings.

Peck emerged as an industry thought-leader in supply chain security with the co-development of SUPPLYSEC™, the first defined security model for addressing terrorism within the international supply-chain. As a result, Jerry personally conducted over two dozen, international security assessments in support of the U.S. Customs-Trade Partnership Against Terrorism (C-TPAT) initiative, for a clientele that included Siemens AG, and Porsche. Peck’s monthly column in The Journal of Commerce (“Security Counsel”, 2002–2007), gained national recognition, and continues to be referenced by both Government and academia. Jerry is a frequent speaker on trade & customs issues, which has included invitations from Northwestern University’s Kellogg Graduate School of Management, the University of North Texas and the United States Merchant Marine Academy. Jerry is also a contributing author to The Dictionary of International Trade, (World Trade Press).

Jerry has held an active U.S. Customs Brokers License since 1991 and earned a PhD in International Commerce from Universidad Azteca de Chalco.
Branch Campus Leobersdorf  
Full Professor Mag. Dr. Christa Zuberbühler MSc MBA MPA CMC

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www.emca-ac.at

mediation & conflictmanagement
management development
marketing
coaching
consulting
art

graduate and postgraduate study offers.

Professor Dr. Zuberbühler is a full professor with Universidad Azteca de Chalco offering graduate and postgraduate study programs in blended learning mode.

Christa Zuberbühler vereint durch ihre akademische Ausbildung Technik-Wirtschaft-Psychologie und wird zur Praxis ausgerichteten Unternehmensberaterin und zertifizierten Wirtschaftstrainerin. Sie ist seit vielen Jahren Beraterin für technische und wirtschaftliche Problemstellungen. Außerdem ist sie Sachbuchautorin, eingetragene Mediatorin und Lehrmediatorin, wobei sie u.a. die WirtschaftsMediation als die Methode erkennt, brach liegende Kreativitätspotenziale ihrer Kunden zu wecken und lösungsorientiert zu bündeln.
In July 2009 UNIVERSIDAD AZTECA DE CHALCO INTERNATIONAL PROGRAMS confirmed its intention to establish the study area of “Financial Services Management” within the Faculty of Business Administration and International Commerce (Administración de Empresas, Comercio Internacional) framework, and furthermore, Professor Art’s appointment has been approved by the appropriate academic committees of Universidad Azteca to the function of a profesor titular of Management and Economics with this new branch-campus and joint programme with FAF Fachakademie fuer Finanzdienstleister, Vienna, within UNIVERSIDAD AZTECA DE CHALCO INTERNATIONAL PROGRAMS.

UNIVERSIDAD AZTECA DE CHALCO INTERNATIONAL PROGRAMS is pleased to announce that Mag. Mag. Dr. Mario ART, MSc, MBA, MPA, of FAF Fachakademie fuer Finanzdienstleister, Vienna, Austria, and deputy managing director of the branch of Financial Services of the Vienna Economic Chamber, Austria (European Union) is FULL PROFESSOR of ECONOMICS and MANAGEMENT (Profesor Titular) at UNIVERSIDAD AZTECA DE CHALCO INTERNATIONAL PROGRAMS.

Professor Mario Art serves the UNIVERSIDAD AZTECA DE CHALCO INTERNATIONAL PROGRAMS as recruiter and lecturer and professor in the given study areas, as well as he has gained experience in lecturing and student recruitment for recognised higher education providers in his research and lecturing functions, including scientific papers and publications, and has gained substantial experience in higher education management.

**DDr. Eszter Bánffy**, children’s psychologist, has been leading a Children’s centre for the development of creativity since 1974. Parents with autistic children started bringing their children to the Centre a few years later. As there was no therapy programme yet available, Dr. Bánffy started from scratch and found it necessary, after having gained extensive knowledge about the illness, to create an association "For the help of autistic children" and found the Rehabilitation Centre offering therapeutic care for the affected children and adolescents as well as counselling and support for their parents. More than 200 children from Austria and abroad (Germany, Italy, Hungary, France, Greece and Russia) partake of the therapy every year.
FACULTY & ADMINISTRATORS
UNIVERSITY INTERNATIONAL STAFF

Mtro. José Agustín López González Pacheco. Rector (Chancellor)
Lic. Miguel Agustín López Reyes, Vice-Rector (Vice-Chancellor)
Ing. Fernando De Dios Urteaga, Director Administration & Finance
Dr. Ricardo R. Saavedra Hidalgo, Chair & Director of International Programs
Lic. Francisco Lopez Zenteno, Administrative Director
Lic. Daniel López, Operations & Logistics
Lic. María Elena Brito Romero, Coordinator International Programs
Lic. Pierre Bernard Mbimi. Academic Director
Lic. Leticia Pasión Nava. Subdirección Académica
Prof. Dr. Dr. Gerhard Berchtold, PGD, MBA, MPA, LLM, Dean of European Programmes
Prof. Mag. Dr. Christa Zuberbühler, MSc, MBA, MPA, Dean of Branch Campus Leobersdorf, Austria
Prof. Gabriel Kovac, PhD, Dean of English Language Psychology Programmes
Prof. Dipl.-Psych., Dipl.-Soz. Nandana Nielsen, Dean of German language Coaching Programmes

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## COURSES GRADING CRITERIA

<table>
<thead>
<tr>
<th>Calificación (Grade)</th>
<th>Descripción (Description)</th>
<th>Incluido en el Promedio total de Créditos (Included in total of Credits and grades)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>Excelente (Excellent)</td>
<td>Si/Yes</td>
</tr>
<tr>
<td>90-99</td>
<td>Sobresaliente (Outstanding)</td>
<td>Si/Yes</td>
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<tr>
<td>75-89</td>
<td>Notable (Remarkable)</td>
<td>Si/Yes</td>
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<tr>
<td>60-74</td>
<td>Aprobado (Approved)</td>
<td>Si/Yes</td>
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<tr>
<td>Menos de 59</td>
<td>Reprobado (Fail)</td>
<td>Si/Yes</td>
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<tr>
<td></td>
<td>Incompleto/Incomplete</td>
<td>NO</td>
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<tr>
<td></td>
<td>Competente Créditos por Experiencia Previa (Credits for prior experience)</td>
<td>Si/Yes</td>
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<tr>
<td>CT</td>
<td>Crédito por Transferencia (Credits by transfer)</td>
<td>Si/Yes</td>
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<tr>
<td>R</td>
<td>Repetido/Repeated</td>
<td>Si/Yes</td>
</tr>
<tr>
<td>E</td>
<td>Exento / Exempt</td>
<td>NO</td>
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</table>
## THESIS GRADING STANDARDS/Criteria

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>100</th>
<th>90-99</th>
<th>75-89</th>
<th>60-74</th>
<th>Fail</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Research:</strong> Purpose</td>
<td>Purpose is clear; original ideas</td>
<td>Clear thesis; some independent thought</td>
<td>Recognizable thesis but lacks of original, significant purpose</td>
<td>Contains thesis but purpose is not always clear</td>
<td>No clear purpose; often does not correctly respond to the assignment</td>
</tr>
<tr>
<td><strong>Development</strong></td>
<td>Thesis is imaginatively, logically and precisely developed; analysis guides development</td>
<td>Examples support the thesis in an orderly and logical fashion; analysis predominates, but some descents into narrative</td>
<td>Adequate development; some evidence of analysis, but narrative guides development</td>
<td>Some development</td>
<td>No development</td>
</tr>
<tr>
<td><strong>Organization</strong></td>
<td>Well organized; not mechanical or imposed</td>
<td>Clearly, logically organized; transitions are sometimes strained</td>
<td>Organized; predictable, mechanical sequence</td>
<td>Some evidence of organization; not clearly followed</td>
<td>No apparent principle of organization; no apparent rationale for paragraphing</td>
</tr>
<tr>
<td><strong>Source materials</strong></td>
<td>References to materials are appropriate and significantly related to purpose</td>
<td>Most references to materials are appropriate but not always related to thesis</td>
<td>References to materials are appropriate but not always related to thesis</td>
<td>Few references to materials; references seldom related to thesis</td>
<td>No references to materials or references are irrelevant</td>
</tr>
<tr>
<td><strong>Sentence Structure</strong></td>
<td>Sentences are varied in length and structure</td>
<td>Sentences are usually varied</td>
<td>Very few errors in sentence structure; some variation in length and structure</td>
<td>Errors in sentence structure; no variation in length and structure</td>
<td>Frequent sentence structure errors; some indicate a failure to understand the basic grammar of the sentence</td>
</tr>
<tr>
<td><strong>Diction</strong></td>
<td>Concrete, specific words used correctly; diction is distinctive and mature; no colloquialisms, clichés or trite expressions</td>
<td>Word choice is generally accurate; writer goes beyond automatic word choices to more precise and effective choices</td>
<td>Word choice is generally correct; range of words is limited, and in some cases the wording is abstract and imprecise</td>
<td>Vague, ordinary words; relies on clichés and jargon</td>
<td>Words that should be within the range of college students are misused or confused</td>
</tr>
<tr>
<td><strong>Grammar/ Mechanics</strong></td>
<td>Virtually free from grammatical/mechanical errors</td>
<td>Generally correct mechanically; some problems with complex grammar and punctuation traps</td>
<td>Some errors in syntax, agreement, pronoun case and reference, spelling and punctuation</td>
<td>Sentence fragments and run-on sentences, and basic errors in syntax, agreement, reference, spelling and punctuation</td>
<td>Frequent misspellings, syntax errors, and other basic errors make comprehension difficult</td>
</tr>
</tbody>
</table>