

**GRADUATE PROFILE EVALUATION SYSTEMS**

**CAREER: DIGITAL BUSINESS**

**Graduate Profile of the Bachelor of Digital Business**

The Bachelor of Digital Business from Ecotec University is a professional whose actions are based on human and civic values, so that by applying their science they contribute to the solution of socioeconomic problems in terms of the growth and development of the country, determining the economic procedures and financial mechanisms necessary for the implementation of economic development plans in accordance with the social and professional context.

**Competencies of a Digital Business Graduate:**

The specific (professional) skills that the professional will acquire in

The economic factors are as follows:

| EC | CE COMPONENTS 1: CAPACITY OF ECONOMIC ANALYSIS                                                    | RESULTS SEMESTER 2 - 2025 |
|----|---------------------------------------------------------------------------------------------------|---------------------------|
| C1 | Identify the key variables of economic problems based on relevant data and indicators.            | 100%                      |
| C2 | Classify economic information using appropriate quantitative and qualitative tools.               | 88%                       |
| C3 | It uses economic models and contextualized data to address specific problems.                     | 100%                      |
| C4 | Analyze alternative solutions based on relevant economic information and sustainability criteria. | 100%                      |

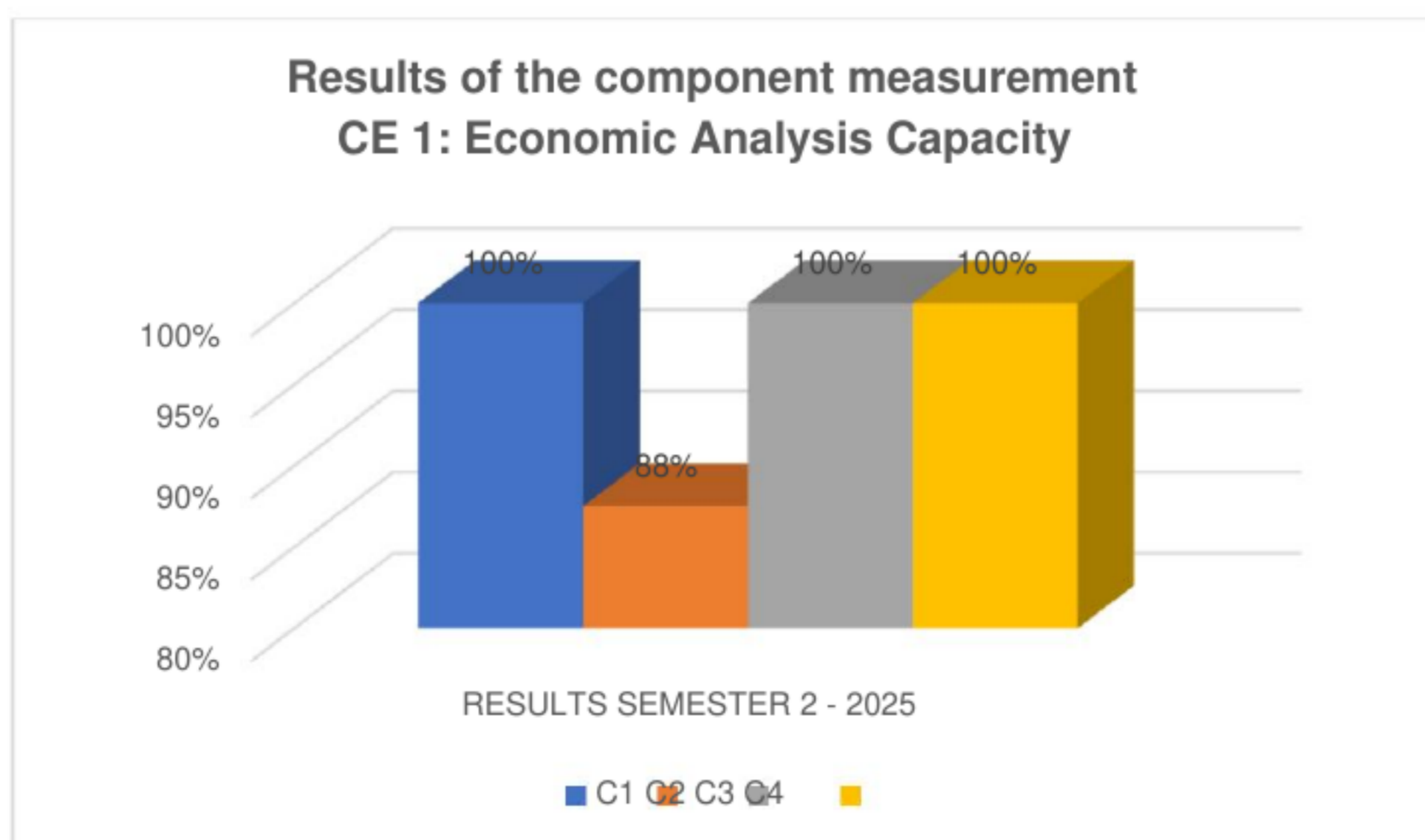
| EC | CE 2 COMPONENTS: UNDERSTANDING ECONOMIC THEORIES                                            | RESULTS SEMESTER 2 - 2025 |
|----|---------------------------------------------------------------------------------------------|---------------------------|
| C1 | It states the essential postulates of classical and contemporary economic theories.         | 100%                      |
| C2 | Classify microeconomic and macroeconomic concepts according to their practical application. | 88%                       |
| C3 | Explain the relationship between economic theories and current economic phenomena.          | 100%                      |
| C4 | Interprets the validity of different economic theories in relation to real-world contexts.  | 100%                      |

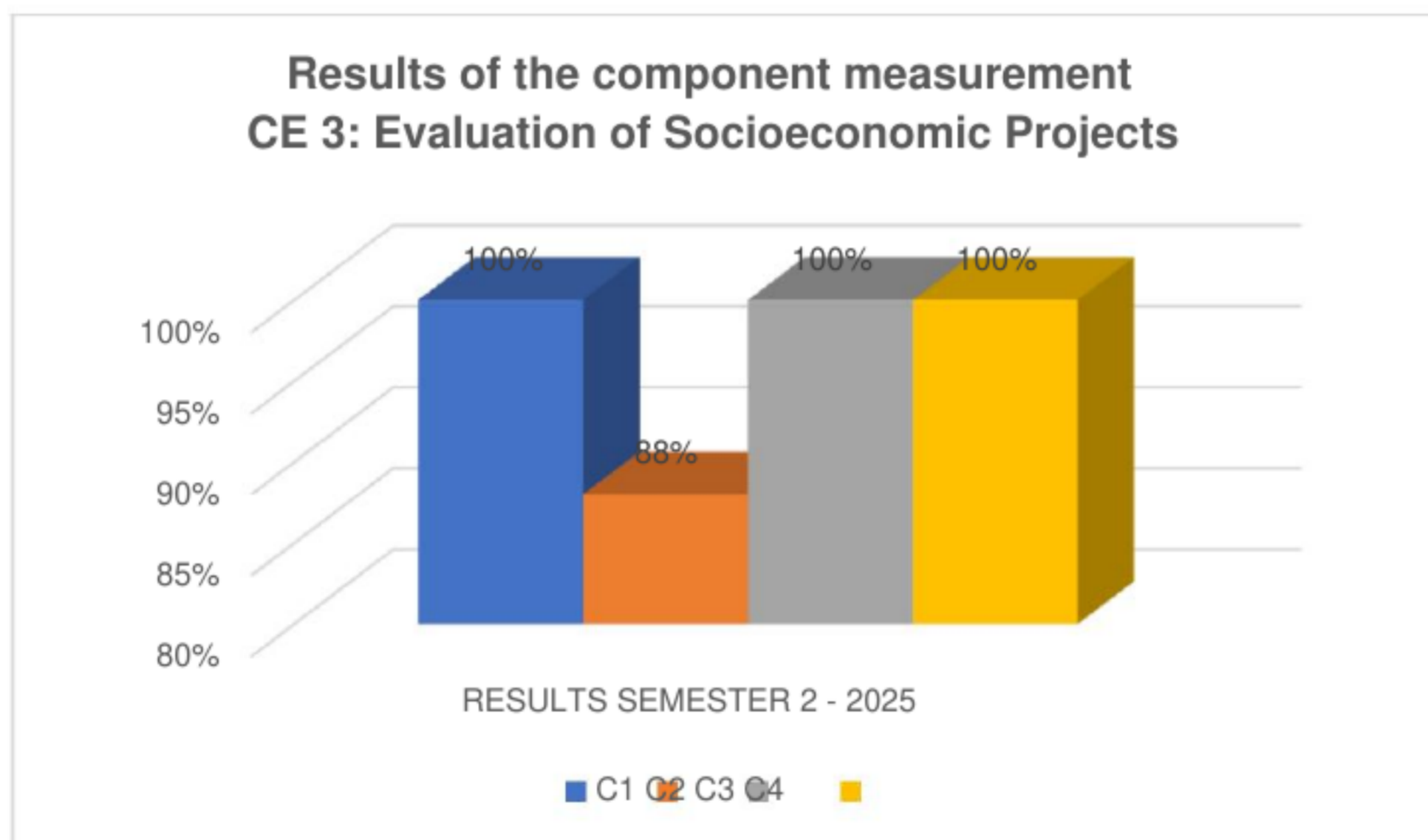
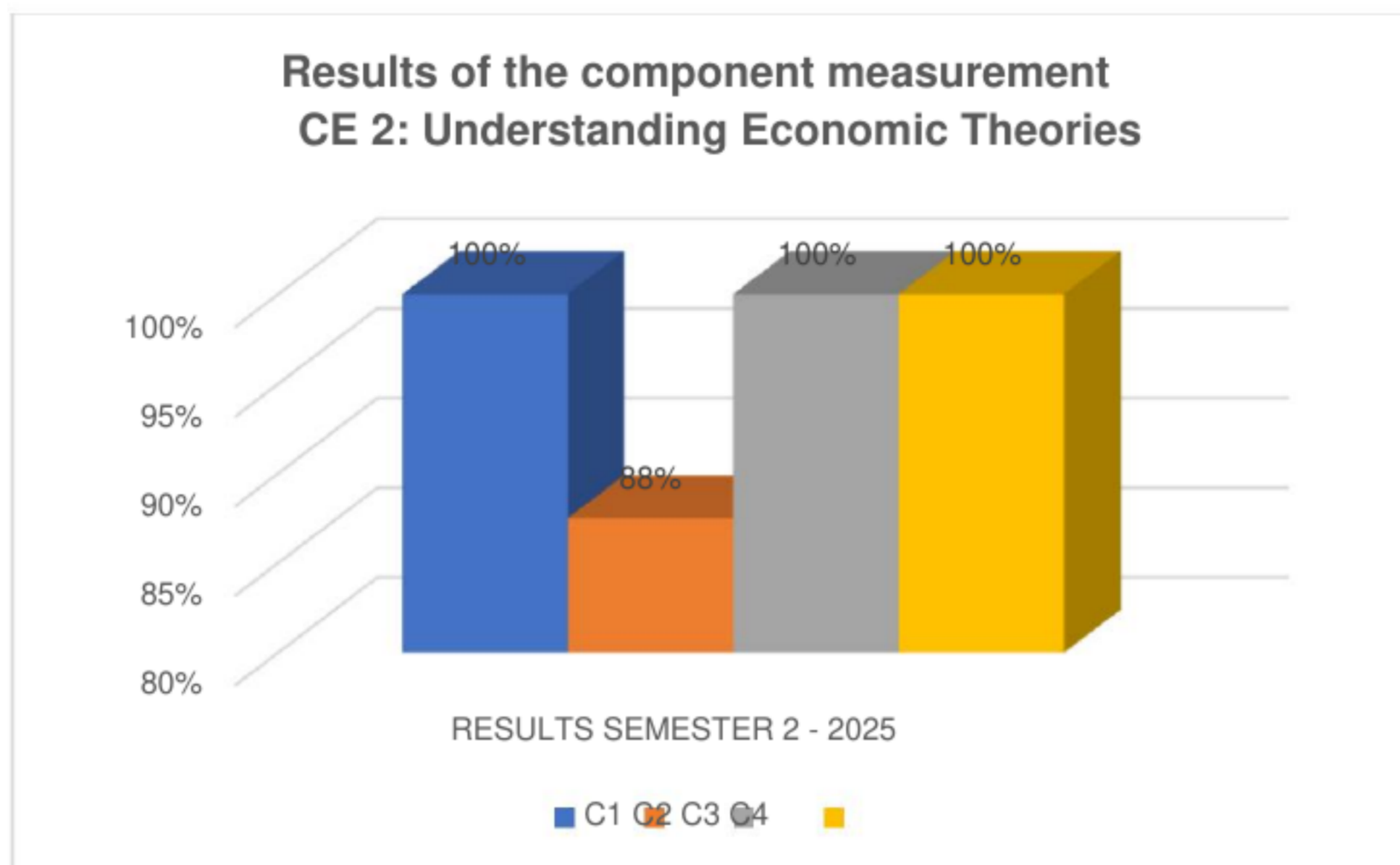
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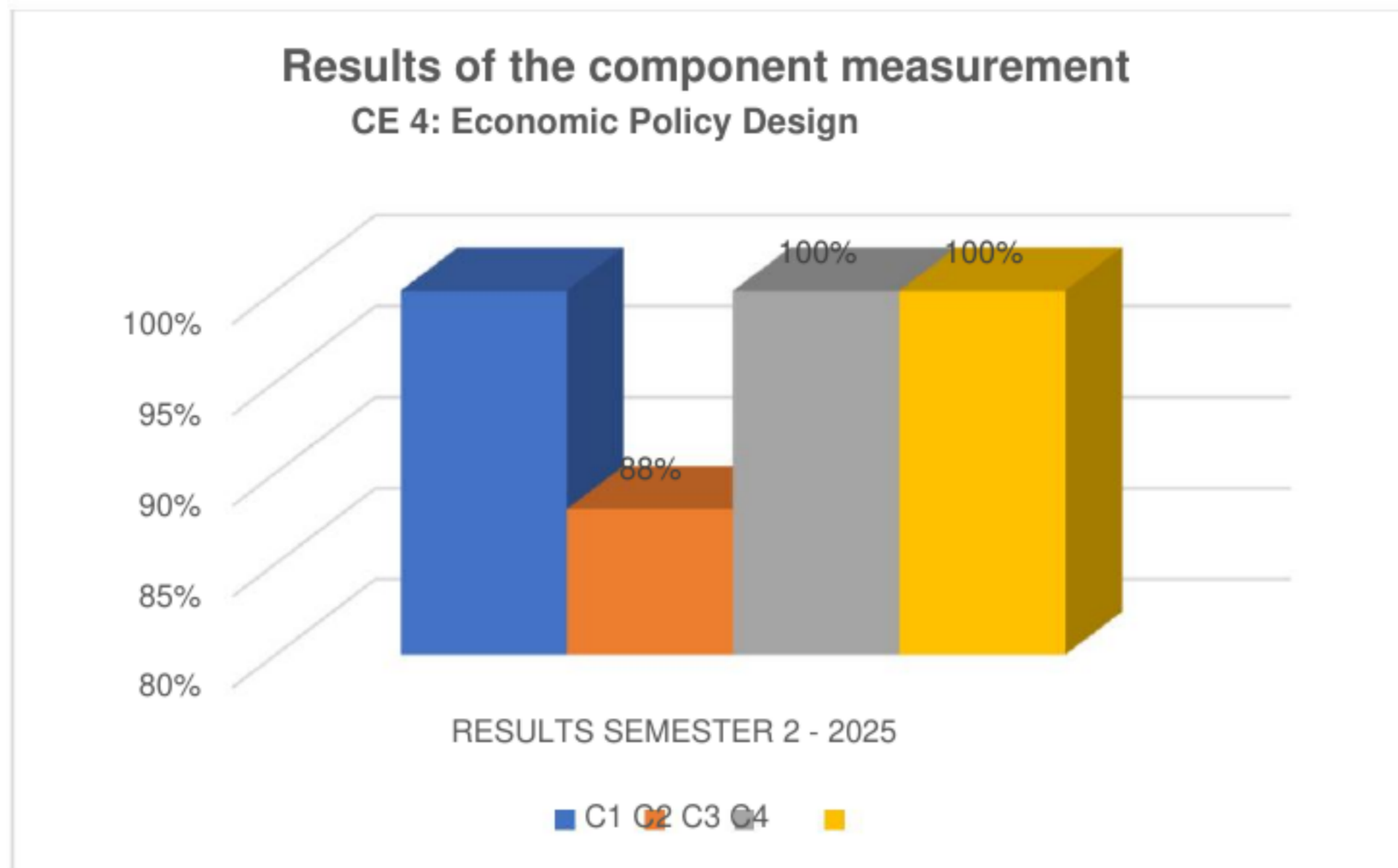
| EC | CE 3 COMPONENTS: EVALUATION OF SOCIOECONOMIC PROJECTS                                                                 | RESULTS SEMESTER 2 - 2025 |
|----|-----------------------------------------------------------------------------------------------------------------------|---------------------------|
| C1 | Describe the characteristics and objectives of socioeconomic development projects.                                    | 100%                      |
| C2 | Classify the projects according to their focus, target population, or sector of intervention.                         | 88%                       |
| C3 | Organize the information collected to support the methodological evaluation.                                          | 100%                      |
| C4 | Evaluate the social, economic, and environmental impacts of projects to determine their viability and sustainability. | 100%                      |

| EC | CE 4 COMPONENTS: POLICY DESIGN ECONOMIC                                                                    | RESULTS SEMESTER 2 - 2025 |
|----|------------------------------------------------------------------------------------------------------------|---------------------------|
| C1 | Define the relevant theoretical and empirical foundations for the design of economic policies.             | 100%                      |
| C2 | Classify different types of economic policies according to their purpose and scope of application.         | 88%                       |
| C3 | Analyze the expected effects and variables involved in the implementation of economic policies.            | 100%                      |
| C4 | It proposes innovative economic policies that contribute to social, economic and environmental well-being. | 100%                      |

Graphical presentation of the results achieved in the specific competencies and their components (Goal: at least 70% of students reach the "acceptable achievement" level)







The transversal skills that the Economics professional will acquire are the following:

| CT | CT COMPONENTS 1: CRITICAL THINKING AND PROBLEM SOLVING | RESULTS SEMESTER 2 - 2025 |
|----|--------------------------------------------------------|---------------------------|
| C1 | Identify and explain problems or situations            | 100%                      |
| C2 | Interprets information                                 | 88%                       |
| C3 | Analyze the arguments presented                        | 100%                      |
| C4 | Evaluate evidence and apply viable solutions           | 100%                      |

| CT | COMPONENTS OF CT 2: LEADERSHIP AND WORK AS A TEAM | RESULTS SEMESTER 2 - 2025 |
|----|---------------------------------------------------|---------------------------|
| C1 | Assertive Communication                           | 88%                       |
| C2 | Collaborative work                                | 100%                      |
| C3 | decision making                                   | 100%                      |
| C4 | Efficient resource management                     | 100%                      |

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| CT | COMPONENTS OF CT 3: CREATIVITY AND INNOVATION                                                  | RESULTS SEMESTER 2 - 2025 |
|----|------------------------------------------------------------------------------------------------|---------------------------|
| C1 | Generate ideas or initiatives and share them with others                                       | 100%                      |
| C2 | Proposes and justifies the application of new methods to make his initiative or idea effective | 88%                       |
| C3 | Design and implement the defined method                                                        | 100%                      |
| C4 | Analyze and evaluate the results of the implemented initiative or idea.                        | 100%                      |

| CT | COMPONENTS OF CT 4: RESEARCH                     | RESULTS SEMESTER 2 - 2025 |
|----|--------------------------------------------------|---------------------------|
| C1 | Define a problem                                 | 100%                      |
| C2 | Data collection techniques/Methodological design | 88%                       |
| C3 | Analyze and interpret the information (results)  | 95%                       |
| C4 | Prepare a final research report                  | 83%                       |

Graphical presentation of the results achieved in transversal competencies and their components (**Goal: at least 70% of students reach the "acceptable achievement" level**)

