

**FACULTY OF ECONOMICS AND BUSINESS**

**GRADUATE PROFILE EVALUATION SYSTEM**

**DEGREE: BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS**

**Graduate Profile of the Bachelor of International Business**

The Bachelor of International Business from Ecotec University is a professional who can contribute to solving the socio-economic problems of the country and organizations, making decisions in the business sector and strategically inserting Ecuadorian products and services into different regional and international markets, from a humanistic and contextualized vision to local, regional and national needs, as well as developing theoretical and/or practical research in the business field from the planning, negotiation, development, and consolidation of international trade exchanges.

**Competencies of a Bachelor of International Business:**

The specific (professional) skills that the professional will acquire in International Business are as follows:

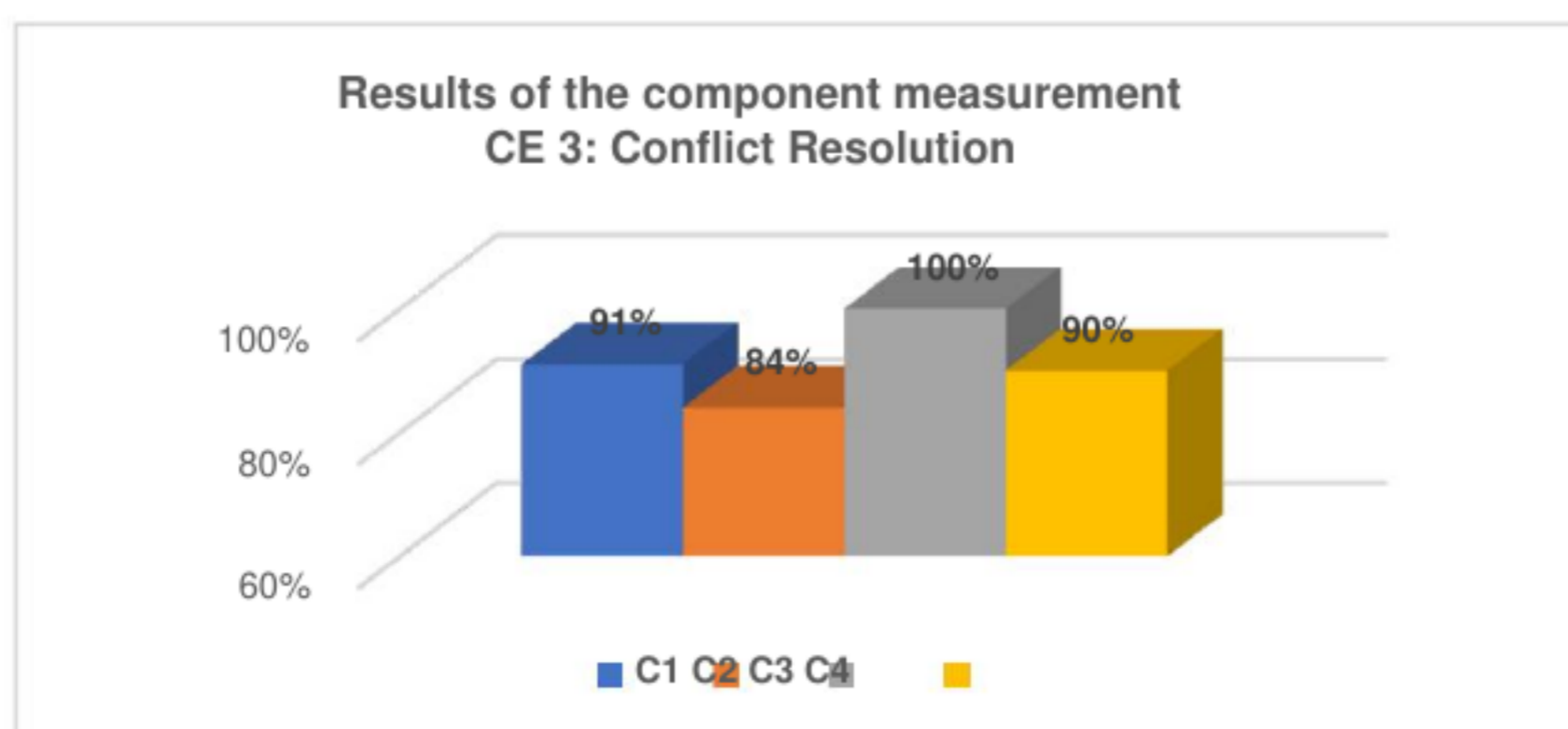
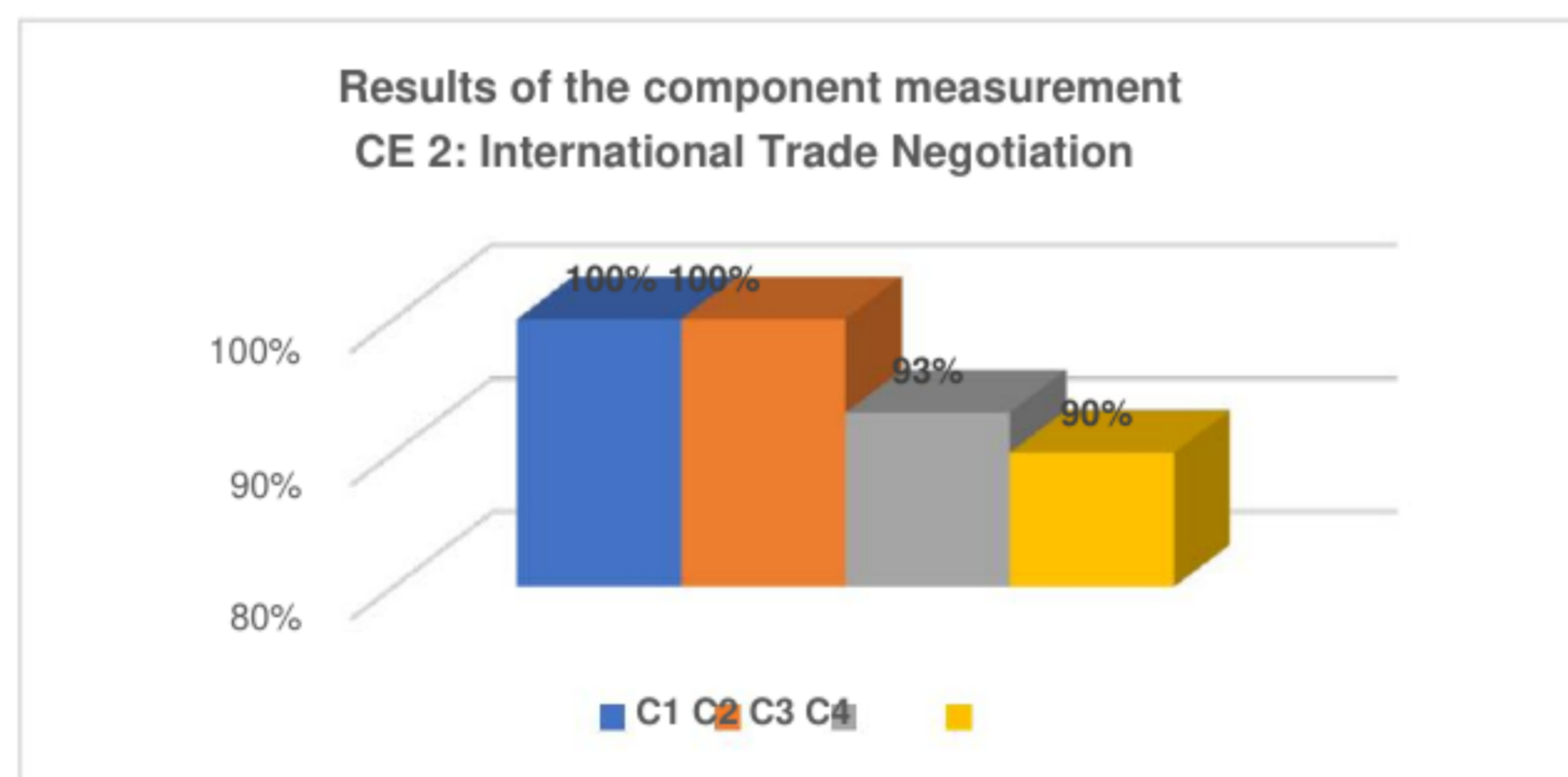
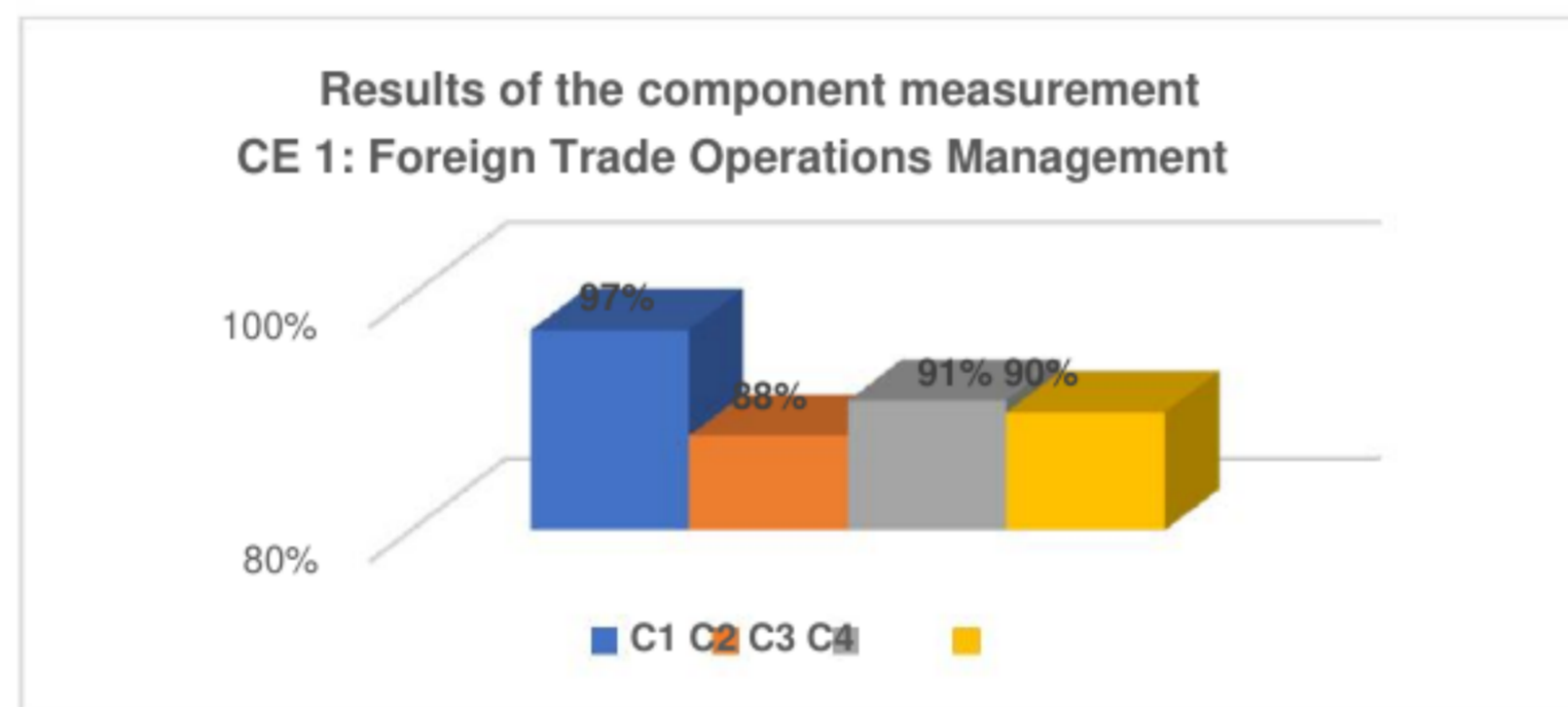
<b>EC</b>	<b>CE COMPONENTS 1: FOREIGN TRADE OPERATIONS MANAGEMENT</b>
<b>C1</b>	Identifies the fundamentals of foreign trade and relevant regulations.
<b>C2</b>	Applies knowledge in the creation and management of foreign trade strategies.
<b>C3</b>	Analyzes the procedures and strategies to find areas for improvement in foreign trade.
<b>C4</b>	Evaluate the effectiveness and sustainability of foreign trade strategies implemented using different methods.

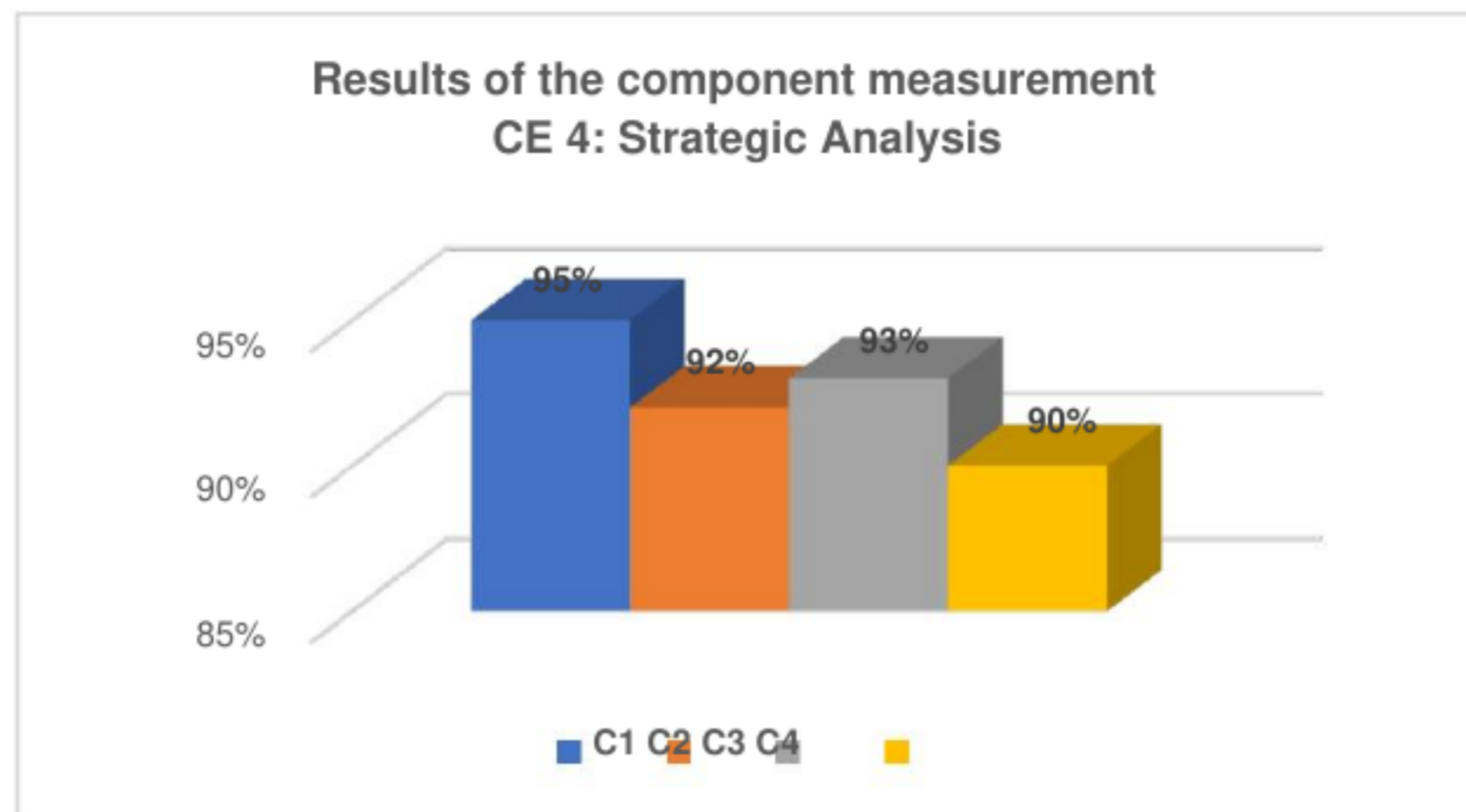
<b>EC</b>	<b>CE 2 COMPONENTS: INTERNATIONAL TRADE NEGOTIATION</b>
<b>C1</b>	Identifies the fundamentals of foreign trade and relevant regulations.
<b>C2</b>	Applies knowledge in the creation and management of foreign trade strategies.
<b>C3</b>	Analyzes the procedures and strategies to find areas for improvement in foreign trade.
<b>C4</b>	Evaluate the effectiveness and sustainability of foreign trade strategies implemented using different methods.

<b>EC</b>	<b>CE 3 COMPONENTS: CONFLICT RESOLUTION</b>
<b>C1</b>	Define fundamental concepts and theories related to strategy formulation in conflict resolution
<b>C2</b>	Apply knowledge to develop business strategies that respond to local and international socio-economic challenges.
<b>C3</b>	Examine conflict resolution strategies to identify effectiveness, ineffectiveness, and areas for improvement in a global context.
<b>C4</b>	Evaluate the effectiveness of conflict resolution strategies implemented at the national and international levels.

EC	COMPONENTS OF CE 4: STRATEGIC ANALYSIS
<b>C1</b>	Relates fundamental concepts and theories linked to the formulation of international business strategies.
<b>C2</b>	Applies acquired knowledge in the planning and execution of international business strategies.
<b>C3</b>	Analyzes strategies and procedures to identify areas for improvement and effectiveness.
<b>C4</b>	Evaluates and assesses the effectiveness and sustainability of implemented business strategies.

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 professional in Administration will acquire  
The companies are as follows:

CT	<b>COMPONENTS OF CT 1: CRITICAL THINKING AND PROBLEM SOLVING</b>
<b>C1</b>	Identifies and explains problems or situations
<b>C2</b>	Interprets information
<b>C3</b>	Analyze arguments presented
<b>C4</b>	Evaluate evidence and apply viable solutions

CT	<b>CT 2 COMPONENTS: LEADERSHIP AND TEAMWORK</b>
<b>C1</b>	Assertive Communication
<b>C2</b>	Collaborative work
<b>C3</b>	Decision making
<b>C4</b>	Efficient resource management

CT	<b>COMPONENTS OF CT 3: CREATIVITY AND INNOVATION</b>
<b>C1</b>	C1: Generates ideas or initiatives and shares them with others
<b>C2</b>	C2: Proposes and justifies the application of new methods to make their initiative or idea effective
<b>C3</b>	C3: Design and implement the defined method
<b>C4</b>	C4: Analyze and evaluate the results of the implemented initiative or idea

CT	<b>CT 4 COMPONENTS: INVESTIGATION</b>
<b>C1</b>	C1: Defining a problem
<b>C2</b>	C2: Data collection techniques/Methodological design
<b>C3</b>	C3: Analyze and interpret the information (results)
<b>C4</b>	C4: Prepare a final research report

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

