

GRADUATE PROFILE EVALUATION SYSTEM

DEGREE: BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS

Graduate Profile of the Bachelor of International Business

The graduate in 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:

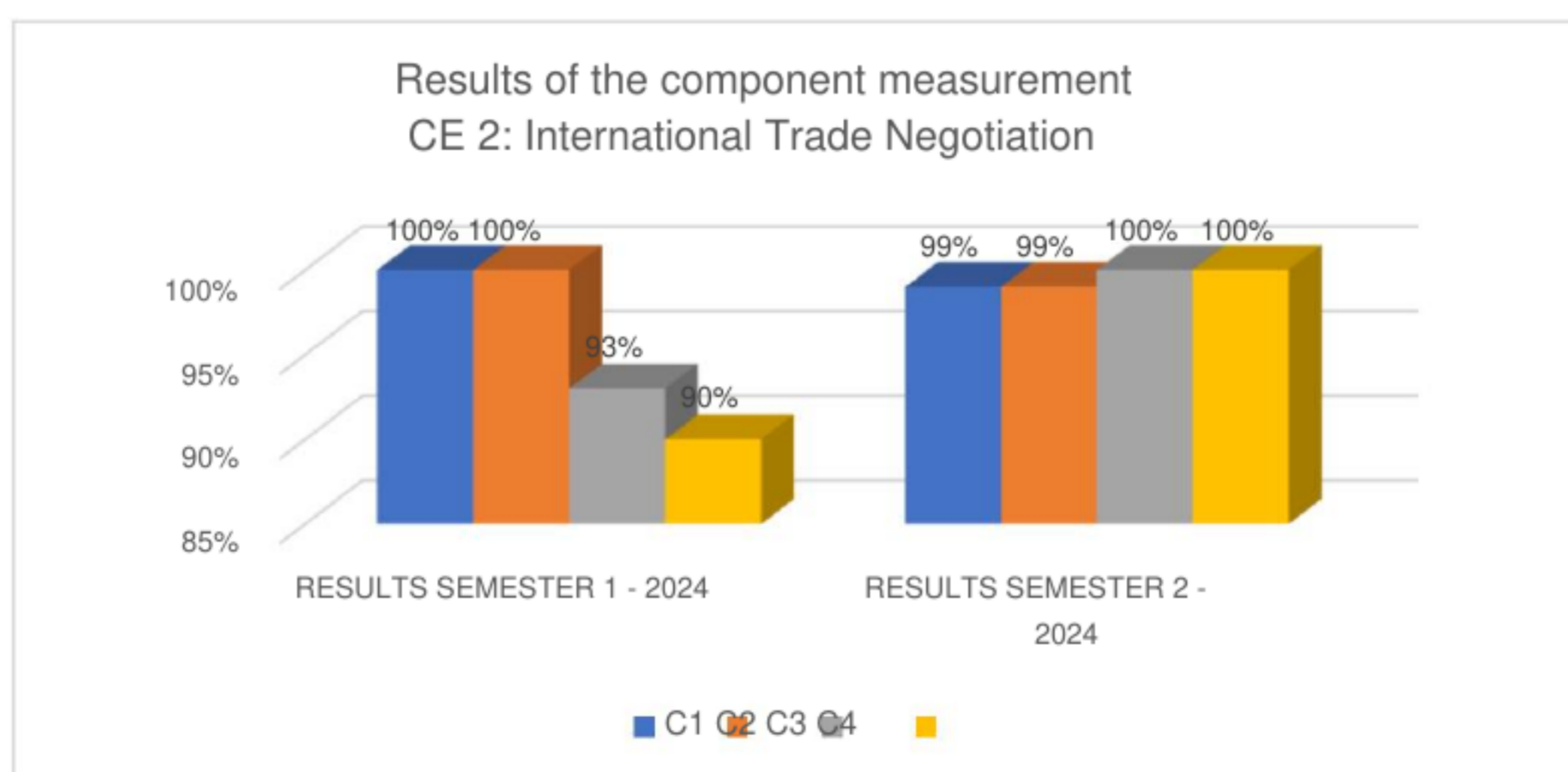
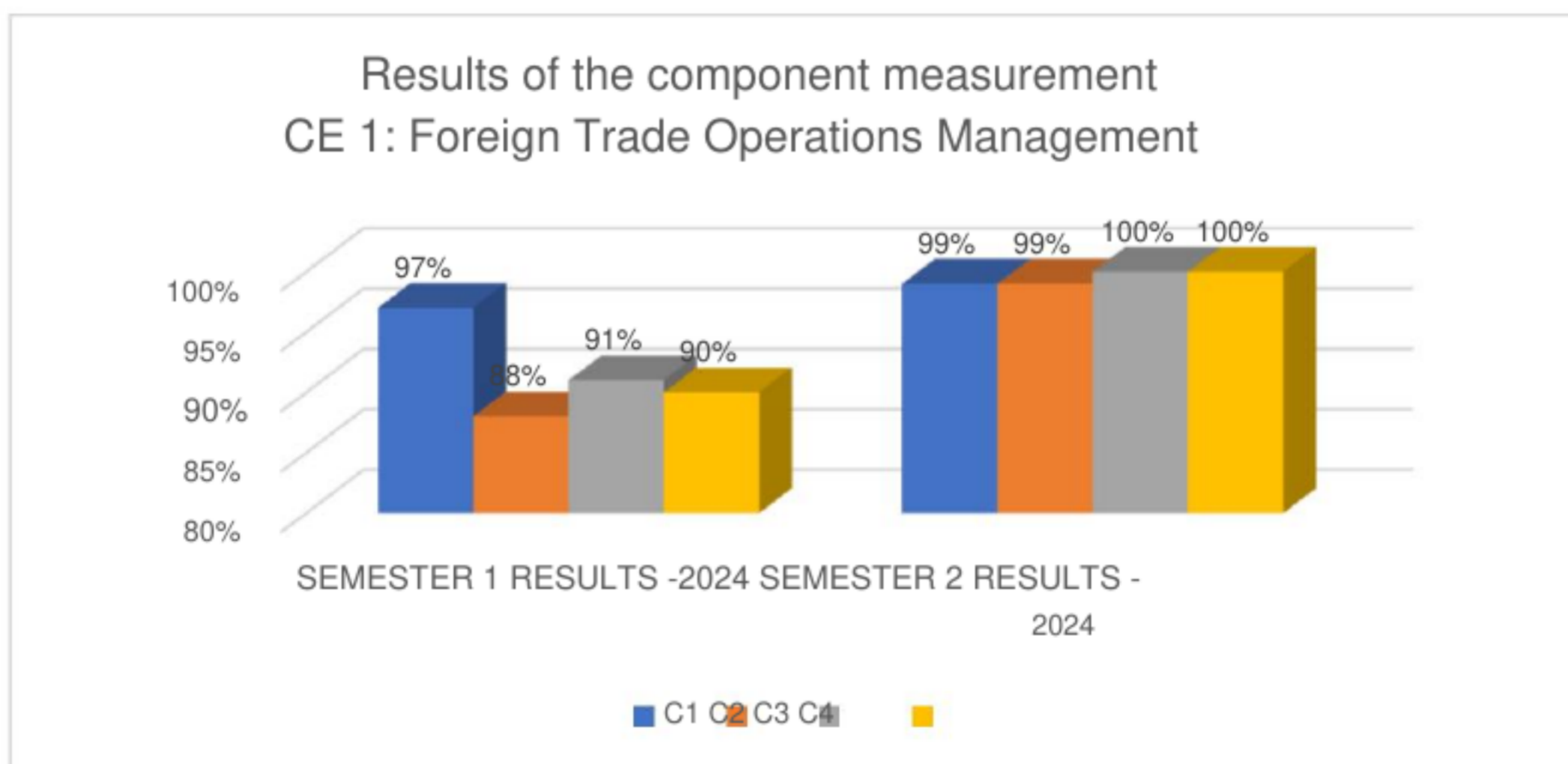
EC	CE COMPONENTS 1: FOREIGN TRADE OPERATIONS MANAGEMENT
C1	Identifies the fundamentals of foreign trade and relevant regulations.
C2	Applies knowledge in the creation and management of foreign trade strategies.
C3	Analyzes the procedures and strategies to find areas for improvement in foreign trade.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

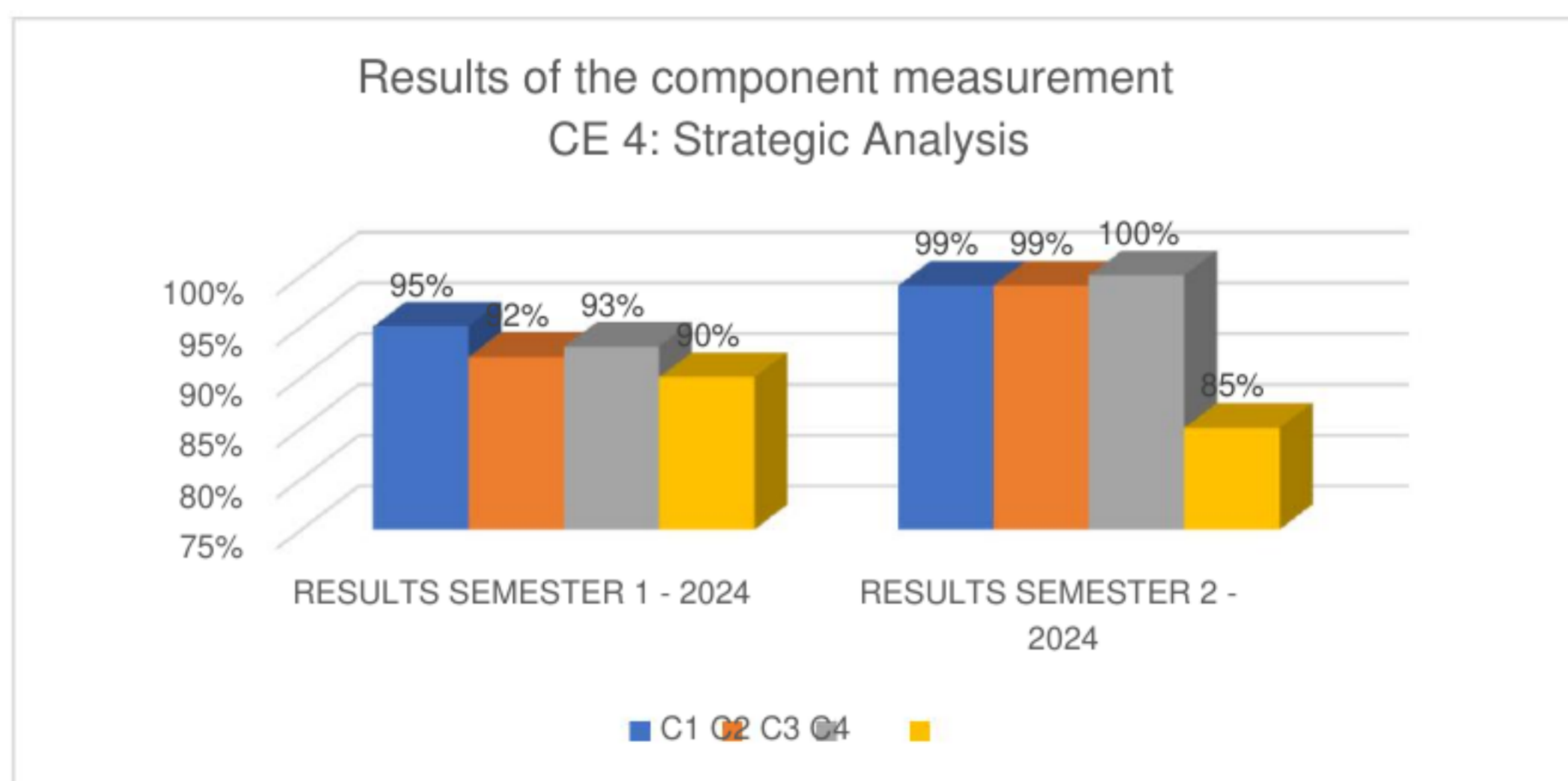
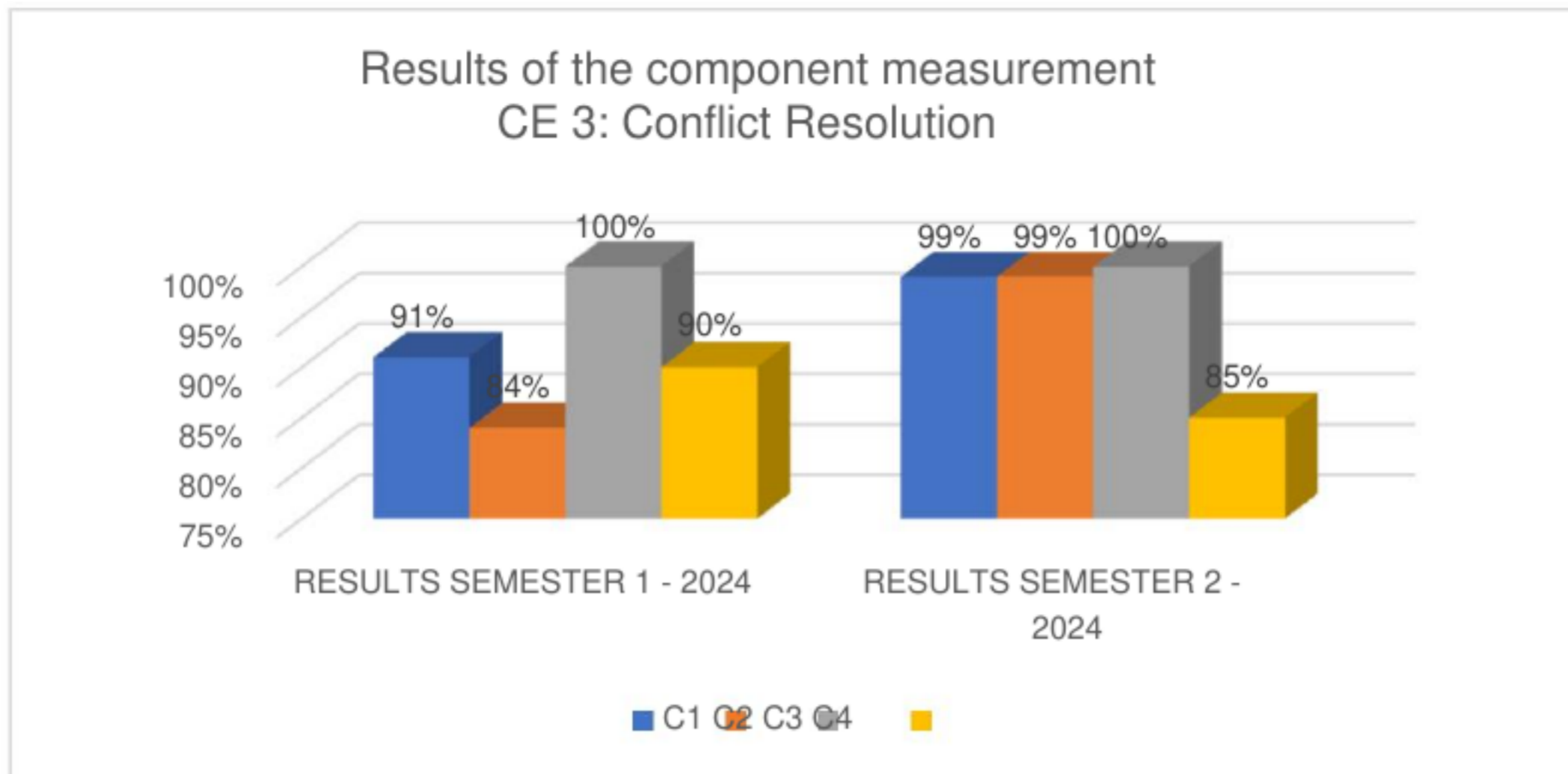
EC	CE 2 COMPONENTS: INTERNATIONAL TRADE NEGOTIATION
C1	Identifies the fundamentals of foreign trade and relevant regulations.
C2	Applies knowledge in the creation and management of foreign trade strategies.
C3	Analyzes the procedures and strategies to find areas for improvement in foreign trade.
C4	Evaluate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

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

EC	CE 4 COMPONENTS: STRATEGIC ANALYSIS
C1	Relates fundamental concepts and theories linked to the formulation of international business strategies.
C2	Applies acquired knowledge in the planning and execution of international business strategies.
C3	Analyzes strategies and procedures to identify areas for improvement and effectiveness.
C4	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	COMPONENTS OF CT 1: CRITICAL THINKING AND PROBLEM SOLVING
C1	Identifies and explains problems or situations
C2	Interprets information
C3	Analyze arguments presented
C4	Evaluate evidence and apply viable solutions

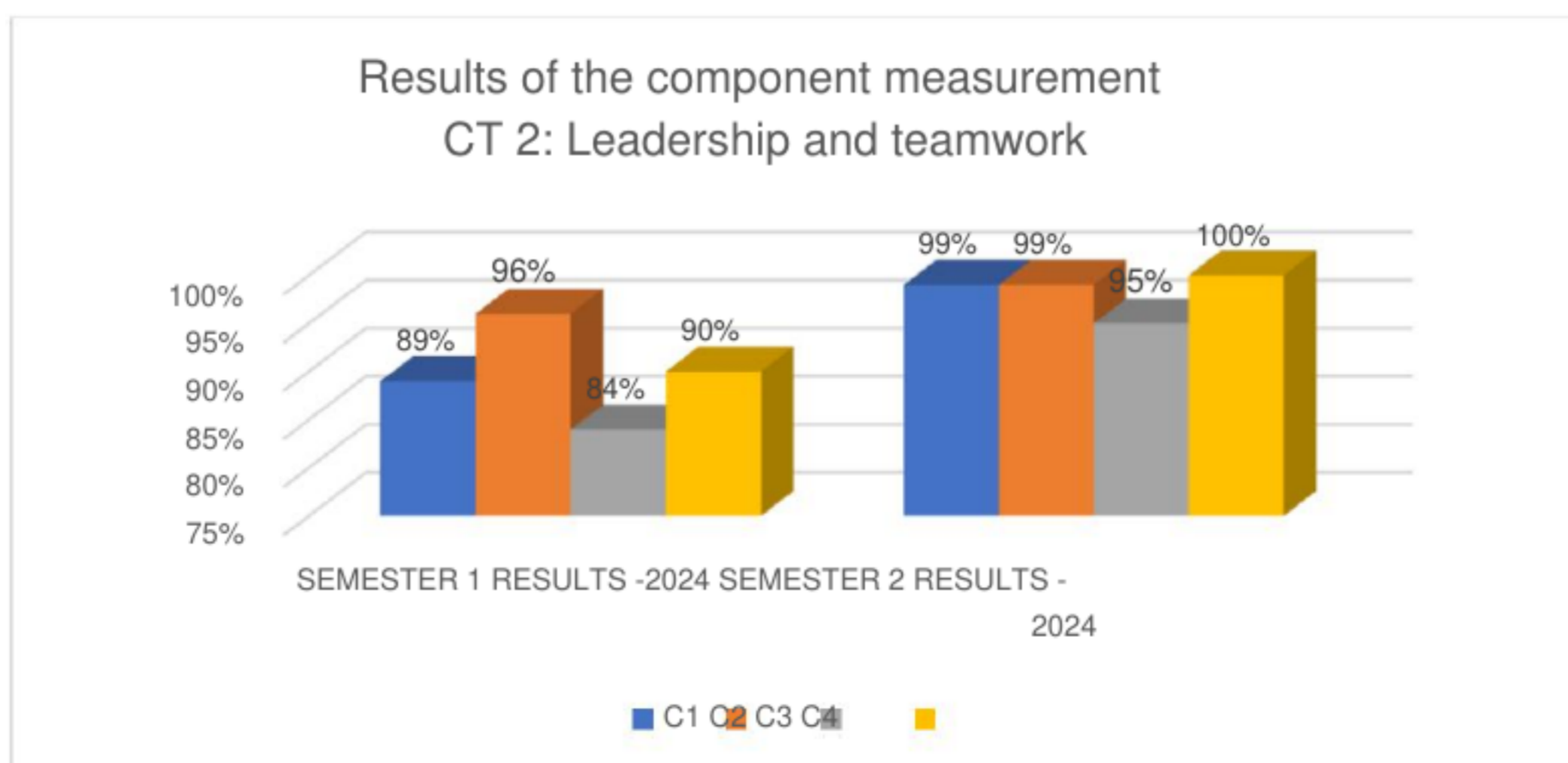
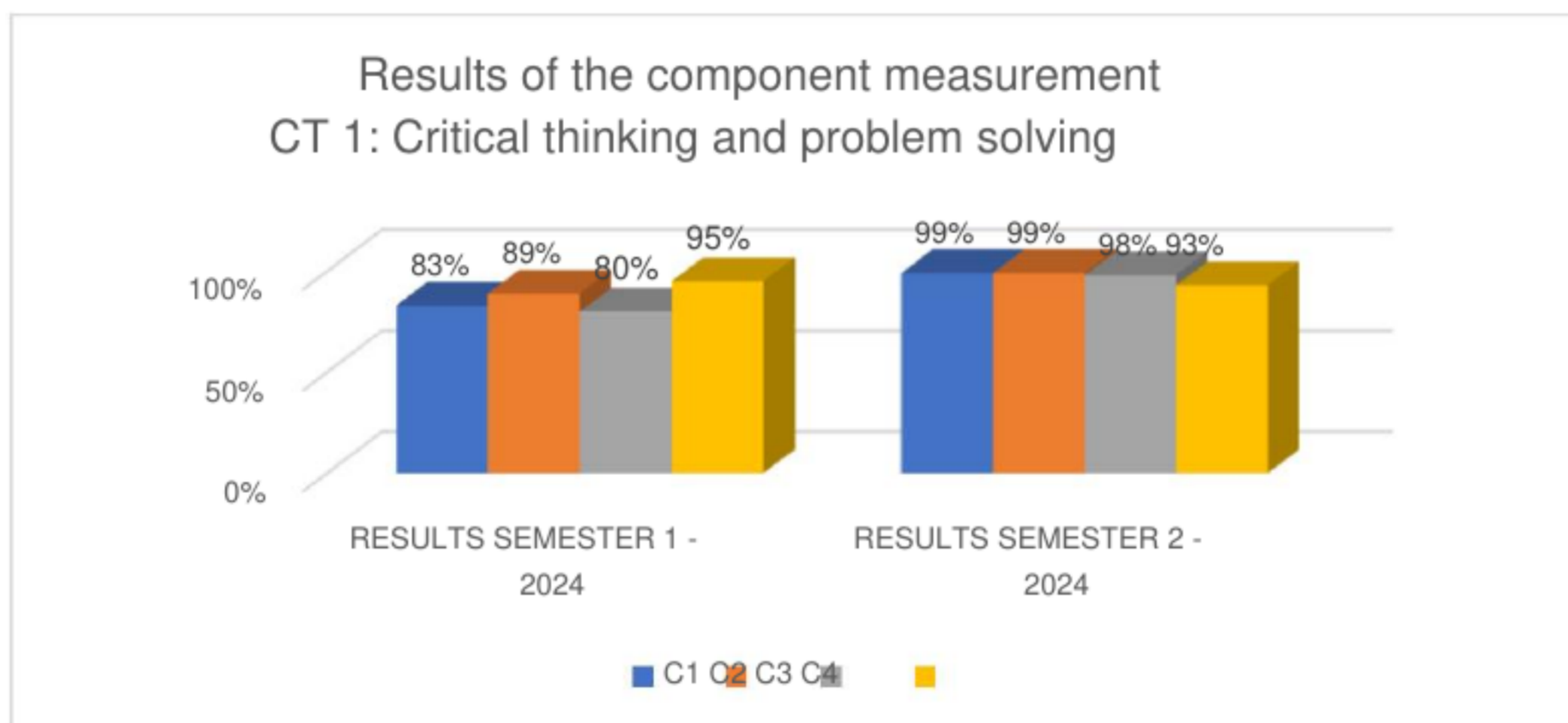
CT	CT 2 COMPONENTS: LEADERSHIP AND TEAMWORK
C1	Assertive Communication
C2	Collaborative work
C3	Decision making
C4	Efficient resource management

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

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

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



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