



Leaders with global strategic thinking

The Executive MBA is designed for senior executives who are seeking to strengthen their managerial abilities and to round out their business vision with a global perspective.



Both the structure and content of the courses, as well as the teaching methodology, allow a perfect balance between classroom experiences and each participant day-to-day responsibilities and challenges. Through the exposure and interaction with other successful executives, opinion leaders, and world class businesses, we provide an effective learning experience that guarantees a complete interchange of business knowledge.

Through the Executive MBA participants will develop a solid network of relationships among students, world class companies and professor which will yield valuable opportunities throughout their professional lives.



The Executive MBA consists of eighteen modules offered over a twenty-one months, fifteen modules of which are on alternate weekends (Fridays from 9:00 am to 7:00 pm and Saturdays from 8:00 am to 3:00 pm), so that students have two weekends free each month and three international seminars, each lasting one intensive week.

The topics of study are aimed at providing strategic development tools: integrative knowledge of the various areas of a business, high-level analytical methods, as well as cutting-edge instruments and information.

The relevance of the contents that delve into national and international issues and are analyzed from a global perspective of business, which is consolidated with the international seminars in the best business schools worldwide, including visits to multinationals located in those cities. This experience allows students to learn about the environment and business practices in leading organizations worldwide.



Program structure

**18 modules: 15 at ITAM and
3 international courses in:**



**Program dates: 21 months
August 2023 - May 2025**

The methodology used in the Executive MBA is based on a comprehensive and balanced teaching approach.

Among the techniques used that favor learning are:

- Highly participative classes
- Lectures
- Discussion of business cases
- Lectures
- Team work
- Business simulations
- Tailored advice

Curriculum

Module 1: Organizational Behavior

Module 2: Financial and Managerial Accounting

Module 3: Leadership and Management of Change

Module 4: Marketing Management

Module 5: Managerial Economics

Module 6: Strategic Management

Module 7: Negotiation and Ethics, The Wharton School, Philadelphia, USA

Module 8: Information Technology Management

Module 9: Statistical Methods for Business

Module 10: Financial Management

Module 11: International Seminar I, HKUST, Doing Business in China, Hong Kong

Module 12: Strategy and Management of Human Capital

Module 13: Global Supply Chain Management

Module 14: Global Macroeconomics

Module 15: Innovation and Entrepreneurship

Module 16: Corporate Law

Module 17: General Management

Module 18: International Seminar II, Leading Organizational Renewal,
IE Business School, Madrid, Spain

Faculty

A faculty internationally recognized for its excellence, with an appropriate balance between high-level research, consulting and teaching, which is successfully developed in the business environment.

The quality of the faculty and lectures that participate in the Executive MBA is a key factor that a candidate should take into account in the decisión to participate in this program.



Sylvia Meljem Enríquez de Rivera
Professor of Financial and Managerial Accounting

Sylvia is faculty member at ITAM, having served on its faculty since 1987, where she serves as Director of the Center for Accounting Linkage and Research and Head of the Academic Department of Accounting and previously as the Director of the Public Accounting and Financial Strategy Program (1995-2006). Sylvia received her Ph.D. in Management Sciences from the National Autonomous University of Mexico. Sylvia Meljem is a member of AAA's AUD and MAS Sections and served on the AAA Global Engagement Committee (2012-15) and President of the Mexico IMA Chapter (2015-2017). Dr. Sylvia Meljem is currently a Commissioner on the Board of Directors of the BBVA banking group.



Francisco Pérez González
Professor of Financial Management

Francisco is Dean of the Academic Division of Administration and Accounting at ITAM and a Research Associate of the National Bureau of Economic Research (NBER). He is Chair of the Latin American and Caribbean Advisory Council (LAAC) of the Association to Advance Collegiate Schools of Business (AACSB). He is a founding member and Board Member of the Latin American Finance Association. Prior to ITAM, he was a professor of finance at the Business Schools of Stanford University, Texas at Austin, Chicago and Columbia for more than 15 years. He served as an economist at the Mexican Ministry of Finance, and at the Mexican Council of Economic Advisers to the President. His research papers have been published in the most prestigious international journals such as the American Economic Review, the Journal of Finance, and the Quarterly Journal of Economics. Francisco received a Masters and a PhD in economics from Harvard University, and a bachelor's degree in economics from ITAM.



Luis C. Méjan
Professor of Corporate Law

Luis is a lawyer with more than 50 years of experience in professional practice, legal advice to financial and corporate entities, management of teams of professionals, management of governmental entities, corporate restructuring, university professorship, research and publication of works. Independent practice in bankruptcy, corporate and financial system matters, advising several public and private entities in bankruptcy law, as well as in matters related to the Mexican Financial System. Member of the Insolvency Working Group of the World Bank and represents Mexico and several non-governmental organizations in the sessions of the United Nations Commission on International Trade Law. Member of the Commission of External Advisors on Private International Law of the Ministry of Foreign Affairs. Has acted as expert witness on Mexican law in courts of the United States of America. Luis received a BA and a PhD in Law from Universidad Nacional Autónoma de México (UNAM).



Jaime Jaime Toledo
Head of Sales & Marketing - Global Selling
Amazon México

"Studying the Executive MBA generated in me a total evolution: personal and professional. The Executive MBA was a means to challenge my mental models. There is a "tactical" growth, driven by learning and developing new skills, which has allowed me to be more efficient on the way to my goals; and there is another part, much more structural and relevant, which has greatly changed my way of seeing the world and has catalyzed my growth in a more sustainable way. The mix of knowledge transmitted by professionals of the highest caliber and the opportunity to connect with a community of outstanding professionals from multiple industries are just a small part of the richness that the Executive MBA can offer."



Rosa Karely López Rubio
Consumer Credit Director, Coppel Group

"My experience in the Executive MBA at ITAM far exceeded my expectations, the quality of the teachers was extraordinary and contributed a lot to my vision of business management, their teachings were very applicable to large and complex companies such as Coppel Group. Participating in the program was undoubtedly very enriching for my profile and allowed me to take the next step in my career to the Consumer Credit Director of the group. In the same sense, the professional level and human quality of my colleagues is impeccable, very well selected, I am happy that they are now part of my professional network and friends".



Juan Emmanuel González Castelán
Director of Investment Projects, Secretaria de
Infraestructura Comunicaciones y Transporte
Mexico

"It was a unique experience to take advantage of the great cast of professors and fellow entrepreneurs/professionals to update our analysis and execution processes in strategy, innovation and disruption.

A space dedicated to prominent professionals who influence the administrative and economic panorama of our country.

To whom is this program directed?

This program has been structured for executives and managers who are interested in expanding their managerial expertise and abilities, and who would like to have access to state-of-the-art tools useful for developing innovative and successful business strategies.

Application Requirements:

Candidates may hold any undergraduate university degree, but must possess outstanding leadership skills and have a minimum of six years professional experience in mid-to upper-level management and within that time, four years in a position where they face senior management challenges and responsibilities. Command of English is also indispensable.

To apply to the 2023-2025 cohort and schedule an interview with a member of the Admissions Committee, the following documentation is required:

- Curriculum Vitae
- A one-quarter essay in English with the topic "In the year 2040, your autobiography is published, what will the critics say about you?"
- Complete the application form and privacy notice at the following link:
<https://merlin2.itam.mx/RegistroAdmisionesPosg/>

Course start date: August 18, 2023

Application Deadline: July 30, 2023

Program Fee: USD\$25,000.00 plus \$528,000.00 Mexican pesos.

Includes: Enrollment, materials (books, cases, articles, readings), executive breakfast bar and meals on the days the course is given, parking and the cost of the degree. Two meals per day and lodging are included in the three international seminars (air transportation and transfers are the responsibility of each student).

Connect with us:
Alma Rodríguez
Executive MBA Coordinator