

Welcome to the

# **BUSINESS ADMINISTRATION PROGRAM**

(SNIES 1770)



# ¿How was CESA created?

- In **1974**, a group of Colombian entrepreneurs led by former president **Carlos Lleras Restrepo** and Dr. **Hernán Echavarría Olózaga** came together.
- Its foundation was based on the vision of educators, political leaders, and entrepreneurs to **develop a new generation of leaders for the country**.
- They created a **first-class business school**.



**WATCH  
VIDEO**



# EDUCATION

## ¿What makes us different?



Personalized education.



80% of the faculty are professionals actively working in the real sector.



Networking and valuable business connections.



A program with a practical and case-based business approach.



Design your emphasis plan according to your professional goals.

Discover the  
benefits of  
**studying at**



**BUSINESS** SNIES(1770).  
**ADMINISTRATION**  
at **CESA**



**FIRST CYCLE**

# FIRST CYCLE

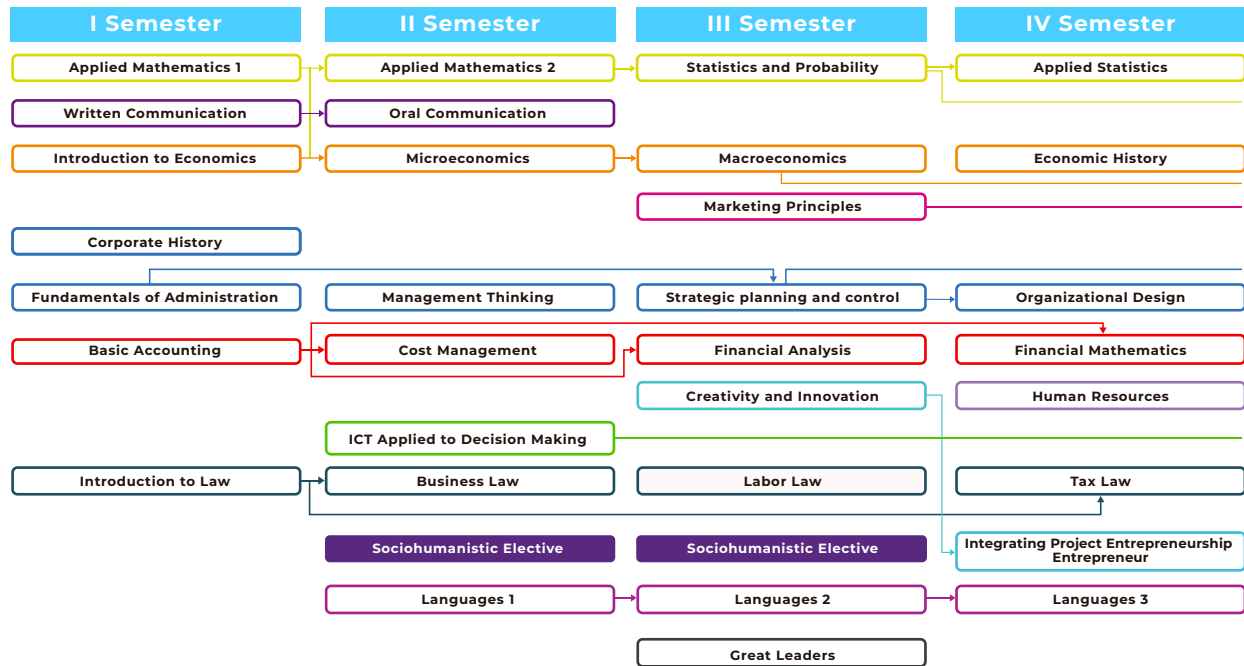
(Semesters 1 to 4)

In the initial phase of your studies, you will gain **foundational knowledge** in business administration and its main areas:

- Mathematics and Statistics
- Creativity and Innovation
- Finance
- Human Resource Management
- Law



# WHAT WILL YOUR YOUR FIRST ACADEMIC CYCLE?



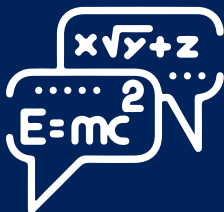
# SUPPORT CENTERS

¿Do you need **to strengthen your numerical or oral and written communication skills?**

At **CESA**, we offer support centers that provide academic and emotional assistance:

## SUMA:

Support in mathematics and new technologies.




## DIGA:

Support in reading, writing, and speaking skills.



EDUCACIÓN



## ¿HOW DOES THE WELLNESS AREA SUPPORT YOU IN YOUR **FIRST SEMESTERS?**



**Mentorship Programs:** Throughout your academic journey, you will have a mentor through our PAIDE and PAR programs.



**Academic Counseling:** Guidance in selecting elective subjects.



**Personalized Psychological Guidance:** We provide tailored psychological counseling and support.

# LIFE BALANCE

To ensure a balance between your academic, emotional, and personal life, we offer various activities:

## SPORTS TOURNAMENTS

- Golf
- Tennis
- Table Tennis
- Football (5-a-side and 7-a-side)
- Virtual Tournaments (e.g., FIFA)
- Chess
- Squash
- Padel

**-FIELD TRIPS**  
**-DANCE GROUP**  
**-MUSICAL GROUP**



# ACTIVITIES

# COMPETITIVE SPIRIT

Additionally, we offer over **17 sports and cultural electives** that complement holistic training and develop soft, social, cultural, and athletic skills.

- Golf
- Tennis
- Rumba
- Functional training
- Yoga
- HIIT
- Pilates
- Spinning
- Boxing
- Climbing
- Swimming
- Table Tennis
- TRX Suspension Training
- Squash
- Chess
- Culinary
- Mindfulness
- Oenology
- Coffee tasting
- Bakery and pastry
- Brand design
- Sustainable tourism
- Travelling around the world: "Culture, art and music".
- Assertive body communication
- Latin and traditional percussion
- Photography
- Piano, strings and singing
- Astronomy





During this cycle, you will  
experience your first  
**ENTREPRENEURSHIP  
FAIR**, where you can  
**present your ideas.**

ENTREPRENEUR

A blue-tinted photograph of a group of students in a library. Some students are sitting at a long table, looking at books or laptops, while others are standing behind them. The room is filled with tall bookshelves and large windows with diamond-patterned panes. A large white sphere hangs from the ceiling. The text "SECOND CYCLE" is overlaid in the center in a bold, white, sans-serif font.

# SECOND CYCLE

# SECOND CYCLE

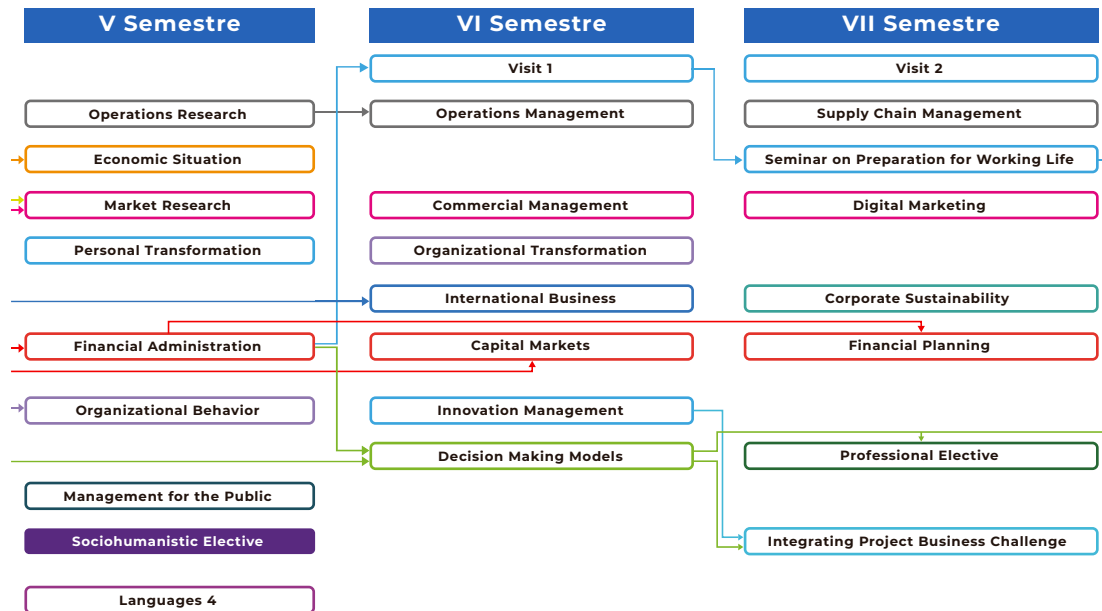
(Semesters 5 to 7)

In this cycle, **you will deepen** your knowledge in various areas of business administration to prepare for the **professional world**:

- Marketing
- Transformation
- International Business and Sustainability
- Organizational Behavior



# ¿WHAT WILL YOUR YOUR SECOND ACADEMIC CYCLE?



In addition, from the **5<sup>th</sup> semester** you will be able to carry out **international exchanges and business visits.**

At **CESA**, we have more than

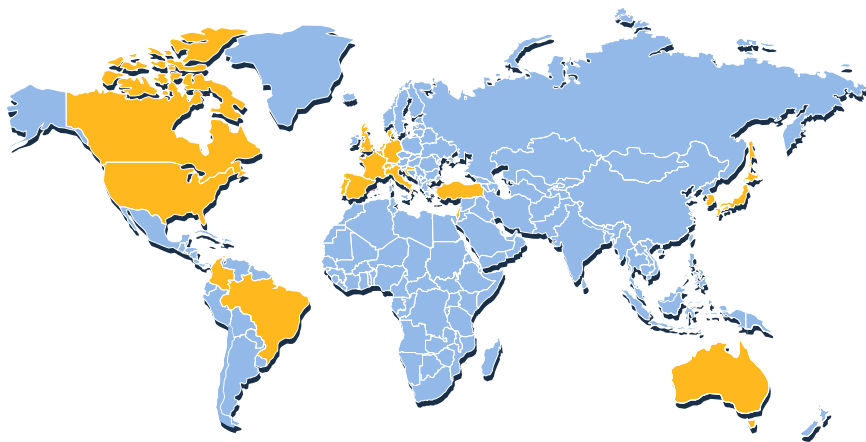
**37**

**AGREEMENTS**

in

**20**

**COUNTRIES**



allowing you to have **an unforgettable international experience.**



- **Zeppelin University**  
Friedrichshafen
- **BSP Berlin**  
Berlin
- **EU Business School**  
Munich



- **Macquarie University**  
Sydney



- **The Brussels School of Governance**  
Brussels



- **FIA - Fundación Instituto de Administración**  
Sao Paulo



- **Sprott School of Business, Carleton University**  
Ottawa



- **University of Alberta**  
Edmonton, Alberta



- **Universidad del Norte**  
Barranquilla
- **ICESI**  
Cali
- **EAFIT**  
Medellín



- **Kyung Hee University**  
Seoul



- **Zagreb School of Economics and Management**  
Zagreb



- **Copenhagen Business Academy**  
Copenhagen
- **Business Academy Aarhus**  
Aarhus



- **EU Business School**  
Barcelona
- **Universidad Francisco Vitoria**  
Madrid
- **ESIC Business (Barcelona)**  
Barcelona
- **ESIC University (Madrid)**  
Madrid
- **EAE Business School**  
Barcelona
- **CEU San Pablo**  
Madrid
- **Deusto**  
Bilbao
- **University of Pennsylvania English Language Programs**  
Pennsylvania





- **IESEG School of Management**  
Paris / Lille
- **NEOMA Business School**  
Rouen
- **École Supérieure du Commerce Extérieur (ESCE)**  
Paris



- **Reichman University**  
Tel Aviv



- **Università Cattolica del Sacro Cuore**  
Milan
- **Università degli Studi di Cagliari**  
Cagliari



- **Kansai Gaidai University**  
Osaka



- **Luxembourg School of Business**  
Luxembourg



- **The Hague University of Applied Sciences - The Netherlands**  
The Hague



- **EU Business School**  
Geneva



- **University of New Castle Upon Tyne**  
New Castle Upon Tyne



- **Istanbul Kültür University**  
Istanbul
- **Altinbas University**  
Istanbul

**60%** of our students participate in **exchanges** around the world.\*

Source: Undergraduate Office 2024.



**80% discount**  
on tuition fees.



# THIRD CYCLE

# THIRD CYCLE

(Semesters 8 and 9)

In the final cycle, you will begin your professional internships and pursue a dual degree aligned with your objectives and personal interests.

At **CESA**, we offer various types of internships to ensure this phase becomes a **transformative experience**:

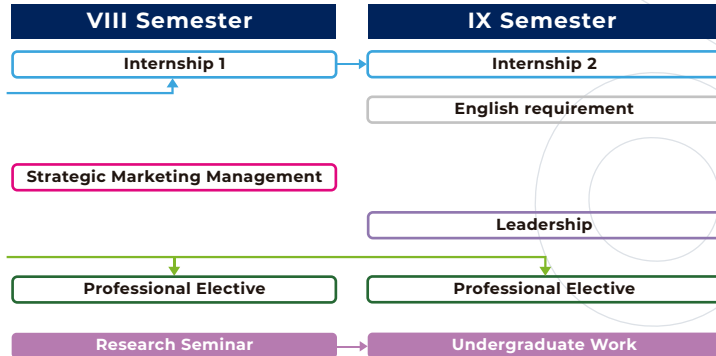
## INTERNSHIPS:

- In Organizations
- In Family Businesses
- In Entrepreneurial Ventures



FINISH YOUR CAREER

# &WHAT WILL YOUR YOUR THIRD ACADEMIC CYCLE?



We have **top-tier partner organizations** across various economic sectors where you can complete your **professional internships**.



These are some of the **enterprises of graduates** that today are an example of **development**, employment generation and **CESA** pride.



CESA PRIDE

During your **LAST CYCLE**,  
you can pursue a master's degree and  
obtain a dual degree at prestigious  
**UNIVERSITIES IN EUROPE**



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore



IESEG  
SCHOOL OF MANAGEMENT

NEOMA  
BUSINESS SCHOOL  
ROUEN • ROUEN • PARIS

ZSEM Zeneb School of  
Economics and  
Management

LSB Luxembourg  
School of Business



Geneva  
Business School®  
*Real Business. Responsible Leaders.*



# MASTER'S DEGREES AVAILABLE:



- Master in Management - Programme Grande Ecole (2 years)
- MSc Global Management
- MSc\* Marketing French Excellence
- MSc\* International Project Development
- MSc\* Supply Chain Management
- MSc\* Financial Market and Technologies
- MSc\* Finance, Investment and Wealth Management
- MSc\* International Marketing and Brand Management
- MSc\* Digital Expertise for Marketing
- MSc\* Luxury Marketing
- MSc\* Wine & Gastronomy – Marketing Savoir-Faire & Terroir in a Disruptive World
- MSc\* Corporate Finance
- MSc\* Accounting, Auditing and Advisory
- MSc\* Entrepreneurship and Innovation
- MSc\* Cultural and Creative Industries
- MSc\* Human Resources Consulting
- MSc\* Digital Innovation and Strategy
- MSc\* International Sales Management
- MSc\* Business Analytics



- MSc\* in Fashion Management - PARIS
- MSc\* in International Business - PARIS / LILLE
- MSc\* in International Business Negotiation - PARIS
- MSc\* in Finance - PARIS
- MSc\* in Banking, Capital Markets and Financial Technology - Lille
- MSc\* in International Accounting, Audit & Control - PARIS
- MSc\* in Big Data Analytics for Business - LILLE
- MSc\* in Digital Marketing & CRM - Lille
- MSc in Business Analysis & Consulting - PARIS

# MASTER'S DEGREES AVAILABLE:

**ZSEM** Zagreb School of  
Economics and  
Management



- MBA in Finance and Banking concentration
- MBA in Accounting, Auditing, Taxes concentration
- MBA in Management concentration
- MBA in Marketing concentration
- MBA in Human Resource Management concentration
- MBA in Supply Chain Management concentration
- MBA in Tourism, Hospitality and Events concentration



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore



- Laurea Magistrale at the UCSC international management- Faculty of Economics - Msc. In management

**LSB** Luxembourg  
School of Business



- Master in International Management (MIM)



**80% discount  
on tuition fees.**

\*Master in Science validable in Colombia

To earn your

# **BUSINESS ADMINISTRATION DEGREE**

at **CESA**, you must complete a final **degree project**, choosing one of the following options:



**THESIS**



**RESEARCH  
SEMINARS**



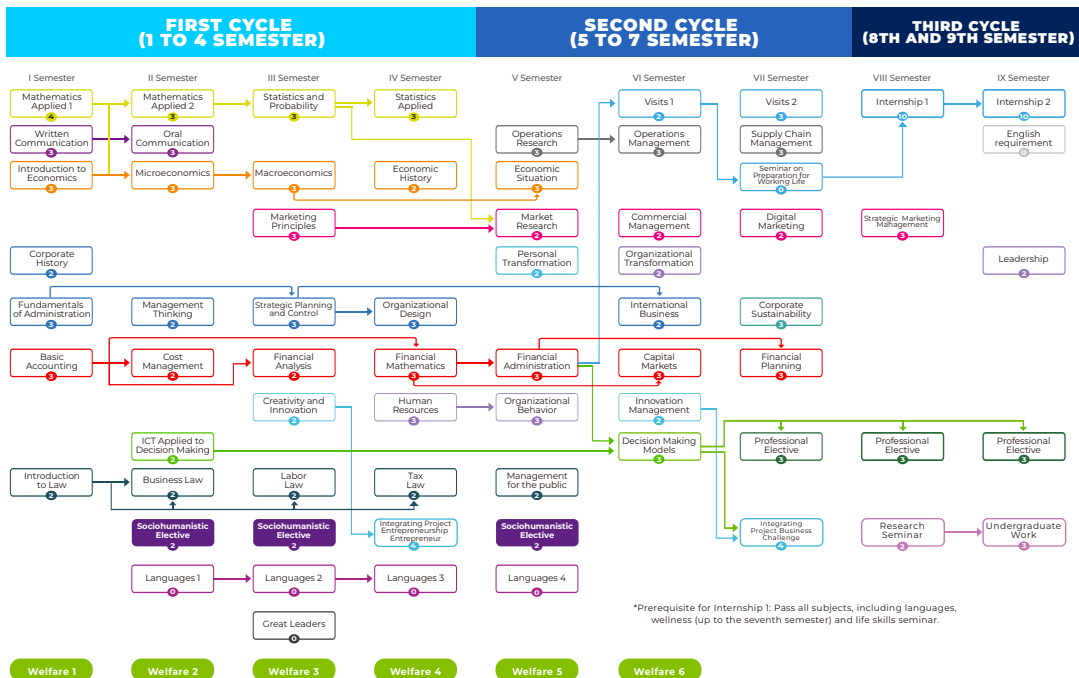
**COTERIMALS**



**INNOVATION  
PROJECTS**

# GRADUATE WORK

# 9 SEMESTERS, 175 CREDITS, 65 SUBJECTS



\*Prerequisite for Internship 1: Pass all subjects, including languages, wellness (up to the seventh semester) and life skills seminar.

Credits	Credits	Credits	Credits	Credits	Credits	Credits	Credits	Credits	Total credits
20	19	20	20	20	19	21	18	18	175



These are some of the data that support our trajectory of forming different leaders who **transform the country:**

**93%**

Employability rate: graduates achieve an employability rate of 93%, with average incomes ranging between **five and six minimum wages**.

**1 de cada 20 egresados**

Starts a **new business or becomes an entrepreneur**. This translates to a community of over **500 entrepreneurs** and more than 370 registered intrapreneurship initiatives.

**37%**

of graduates **hold leadership positions**. They become change agents, driving transformations **to build a better world**.

\*Alumni Office 2024

TRAYECTORY

# EMILIA RESTREPO GÓMEZ

## RECTOR

Business Administrator, entrepreneur, pioneer in digital transformation in Latin America, and co-founder of Colombia's first digital strategy consulting firm. She has 26 years of experience in the development and evolution of the digital industry, designing business and marketing strategies for the transformation of major corporations and the creation of new business models.

She led the implementation of the digital transformation at Postobón and more recently served as a Business Advisor in Digital Transformation at Accenture Colombia. She is a board member of some of the most recognized organizations in Colombia.

Emilia holds a Business Administration degree from CESA. She combines her roles as a woman, mother, entrepreneur, and tech enthusiast, leveraging technology to her advantage.



# MARIA LUCIA PÉREZ

## DEAN OF UNDERGRADUATE AND GRADUATE PROGRAMS

Business Administrator from CESA, passionate about education, with experience in Human Resources and leading high-performance teams within the Educational Management sector.

I have dedicated my professional career to the development of people, convinced that learning enriches us as individuals and that everyone, regardless of their strengths, has the capacity to develop diverse skills.



# TATIANA GALINDO BECERRA

## UNDERGRADUATE PROGRAM DIRECTOR

Business Administrator from Pontificia Universidad Javeriana and Master in Strategic Marketing. She has over 13 years of experience in the education sector, leading planning strategies, content marketing, and team management.

Thanks to her expertise, she has achieved successful processes in various academic programs. She is entrepreneurial, creative, innovative, and passionate about the world of marketing.



**CESA** belongs to the select group of  
**9 PRIVATE HIGHER**  
**education institutions** in Colombia  
that meet the following standards:



and



All of our programs meet the quality standards required by  
law for their operation, backed by valid accreditation.



SUPER



# AT CESA, WE HAVE **FIRST-CLASS FACILITIES**

where you can fully unleash your ideas  
and potential.



Click [here](#) to take a

## **VIRTUAL TOUR**

# FACILITIES

# FINANCING

## FINANCIAL SUPPORT



### ONLINE PROCESS

- No travel
- Status of your application
- 100% Digital promissory note signing



### IMMEDIATE REVIEW

- Paperless
- Pre-approval in less than 1 minute



### DIRECT CREDIT

- Line 50/50 (2 monthly installments), with 0% interest rate.
- Short term (up to 4 monthly installments), with 0.25% interest rate.

### AGREEMENTS





# SCHOLARSHIPS



## Honor Roll Scholarship:

- For students with excellent academic performance, previously awarded scholarships in their high schools.



## Academic Merit Scholarship:

- Awarded to the student with the highest GPA each semester.



## CESA Scholarship:

- For students facing financial difficulties, covering a portion of the tuition fee.

For financial aid or scholarships, email:  
[ayudafinanciera@cesa.edu.co](mailto:ayudafinanciera@cesa.edu.co)





# ADMISSIONS PROCESS

**1**   
Visit the website:  
**[www.cesa.edu.co](http://www.cesa.edu.co)**

**2**   
**Pre-registration**

**3**   
Payment of the  
**form**

**4**   
Schedule  
**interview**

**5**   
Finish  
**registration**  
complete data

**6**   
Email your high school  
grades and ranking to  
**[aspirantes@cesa.edu.co](mailto:aspirantes@cesa.edu.co)**

**7**   
**Interview**

**8**   
**Admission  
process**

**9**   
Reply mail  
**admission**

CLICK HERE AND  
START YOUR  
**ADMISSION  
PROCESS**



# CONTACT US

## Email:

aspirantes@cesa.edu.co

## Address:

Cra 6 No 34 - 5



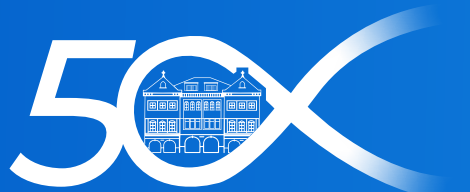
**Learn more**



**Phone:**

+(57) 300 463 7674





**AÑOS** liderando transformación para el país.



VIGILADO **MINEDUCACIÓN**