



SNIES 15710

MBA for leaders with the highest strategic level.

Committed to
employability
and salary
competitiveness



VIGILADO MINEDUCACIÓN



From operational to strategic

Our program focuses on strategic depth and the development of a global vision of competitiveness, preparing leaders capable of making transformative decisions in a dynamic and international environment.

***Source: Analysis of 30
MBA programs and 40
postgraduate
programs***





Our MBA is for you if you want to:

Overcoming stagnation

“I want to overcome
professional and salary
stagnation.”

67%

many of our students
identify with this
situation.

Elevate your academic prestige

The CESA MBA offers intensive
training for top-level strategic
leaders in optimized decision-
making for complex and
demanding environments.

45%

many of our students
identify with this
situation.

To be more competitive

“I want to overcome
professional and salary
stagnation.”

67%

many of our students
identify with this
situation.

Our Formula for Competitiveness:

Salary and employability

We prepare competent professionals, capable of accessing the best management positions and the highest salary offers in the labor market.

Mentoring

Access personalized mentoring with industry leaders, designed to boost your professional development and connect you with a high-level network of contacts.

Immersion in context

We combine these challenges with outings and practical experiences that strengthen decision-making in the real field from a more managerial perspective.

Competitive

Human Skills (soft skills): We strengthen your leadership skills, train you in negotiation techniques, and enhance your ability to develop effective communication strategies for team management.

Tech Skills: Training in digital tools, AI, and automation for business.



The CESA MBA offers intensive training for top-level strategic leaders in:

Strategic thinking

developed based on applied neuroscience.

Personalized mentoring

developed based on input from experts and industry leaders.

Optimized decision- making

for complex and demanding environments.

High-impact soft skills,

essential for leading teams and transforming organizations.

Artificial intelligence and emerging technologies

as key tools of modern leadership.

Learn about the stories of those who have already transformed their careers with the **CESA MBA**.

“Professionally, it gave me the tools to face my company's challenges with greater clarity and strategy, strengthening processes and making more conscious and sustainable decisions.”

Juan Carlos López Flórez,
General Manager - Piomonte



Learn about the stories of those who have already transformed their careers with the **CESA MBA**.

“The MBA opened doors to my current job and taught me strategic thinking skills and insights into the business realities of our organizations. It was also a tremendous learning experience, allowing me to learn from high-quality professors who shared their professional expertise and values.”

Ana María Martínez,

Senior Human Resources Manager, Corporate Functions at Biogen



Learn about the stories of those who have already transformed their careers with the **CESA MBA**.

“I was drawn to CESA’s prestige and its methodology, which is practical and fully applicable; with a series of tools that can be applied to real-life situations and have allowed me to solve problems and be more effective and efficient in my work.”

Andrés Salas,

Head of International Sales Division at Banco de Bogotá



Networking

- Knowledge exchange among senior managers, colleagues, and professors.
- Connection with business leaders.
- Multidisciplinary approach to academic life.
- Active alumni community.

Internationalization

- International workshops.
- International instructors.
- Business study tour.
- Strengthening of second language skills (English).
- Exchange programs.

Support Centers

- Financial Laboratory.
- DIGA (Support Center for Reading, Oral Communication and Writing).
- SUMA (Support Center for Mathematics and Statistics).

Educational Technology

- Platforms specializing in education.

Center of Excellence

- Center for entrepreneurship and innovation.
- Center for corporate governance.
- Center for leadership.

Library

- Over 27,000 volumes on management, finance, and economics.
- More than 860,000 titles available.
- 11,962 subscriptions to specialized journals.
- Access to leading business databases (Passport, EMIS, Bloomberg, Financial Times).
- Access to Coursera and Harvard Business Publishing.

Welfare

- Career counseling and job placement.
- Sports clubs.
- Recreation and leisure.
- Psychological counseling center.
- Cultural activities.

Curriculum

MBA from

CESA

Comprehensive training for strategic leaders who want to lead the future

Our program combines cutting-edge knowledge, technological tools, and management skills development, distributed in modules that support your professional evolution.



Curriculum

MBA from

CESA

Three semesters

Leveling

CESA aims to improve academic results by offering preparatory courses designed to ensure a positive classroom experience. These courses provide a way to update knowledge, become familiar with the university environment, and meet fellow students.

Accounting,
Financial Mathematics,
Quantitative Methods.

Total credits: 0

Note:

The university reserves the right to begin cohorts only after the required number of applicants have enrolled. If a cohort is not started, CESA will refund 100% of the academic fees paid by the applicant.

Curriculum

MBA from CESA

Three semesters

First Semester

● Finance	Marketing Fundamentals (2 Credits)
● Human talent	Business Analytics (2 Credits)
● Strategy	Financial Decisions (2 Credits)
● Marketing	Business Economics (2 Credits)
● Investigation	Innovation and Creativity (2 Credits)
● Electives	Competitive Strategy (2 Credits)
● Elective emphasis	Digital Transformation (2 Credits)
	CESA Chair (2 Credits)
	Introduction to Graduation Project (1 Credit)

Total credits: 17

Note:
The university reserves the right to begin cohorts only after the required number of applicants have enrolled. If a cohort is not started, CESA will refund 100% of the academic fees paid by the applicant.

Curriculum

MBA from CESA

Three semesters

Second Semester

● Finance	Organizational Culture and Development (2 Credits)
● Human talent	Strategic Human Talent Management (2 Credits)
● Strategy	Transformation Management (2 Credits)
● Marketing	Leadership and Management Skills (2 Credits)
● Investigation	Ethics and Corporate Governance (2 Credits)
● Electives	Corporate Strategy (2 Credits)
● Elective emphasis	Strategic Value Chain Management (2 Credits)
	Project Management and Agile Methodologies (2 Credits)
	Corporate Finance (2 Credits)
	Thesis Proposal (1 Credit)

Note:
The university reserves the right to begin cohorts only after the required number of applicants have enrolled. If a cohort is not started, CESA will refund 100% of the academic fees paid by the applicant.

Total credits: 17

Curriculum

MBA from CESA

Three semesters

Third Semester

- Finance
- Human talent
- Strategy
- Marketing
- Investigation
- Electives
- Elective emphasis

Integrative Project
(2 Credits)

Graduation Project
(2 Credits)

Elective I
(2 Credits)

Elective II
(2 Credits)

Elective III
(2 Credits)

Emphasis Course 1
(2 Credits)

Emphasis Course 2
(2 Credits)

Emphasis Course 3
(2 Credits)

Emphasis Course 4
(2 Credits)

Note:
The university reserves the right to begin cohorts only after the required number of applicants have enrolled. If a cohort is not started, CESA will refund 100% of the academic fees paid by the applicant.

Total credits: 18

The student chooses 1 emphasis option. Each emphasis opens with a minimum of 12 students.

How will you achieve this with the CESA MBA?

A comprehensive methodology for training strategic leaders with a global vision and high-performance skills.

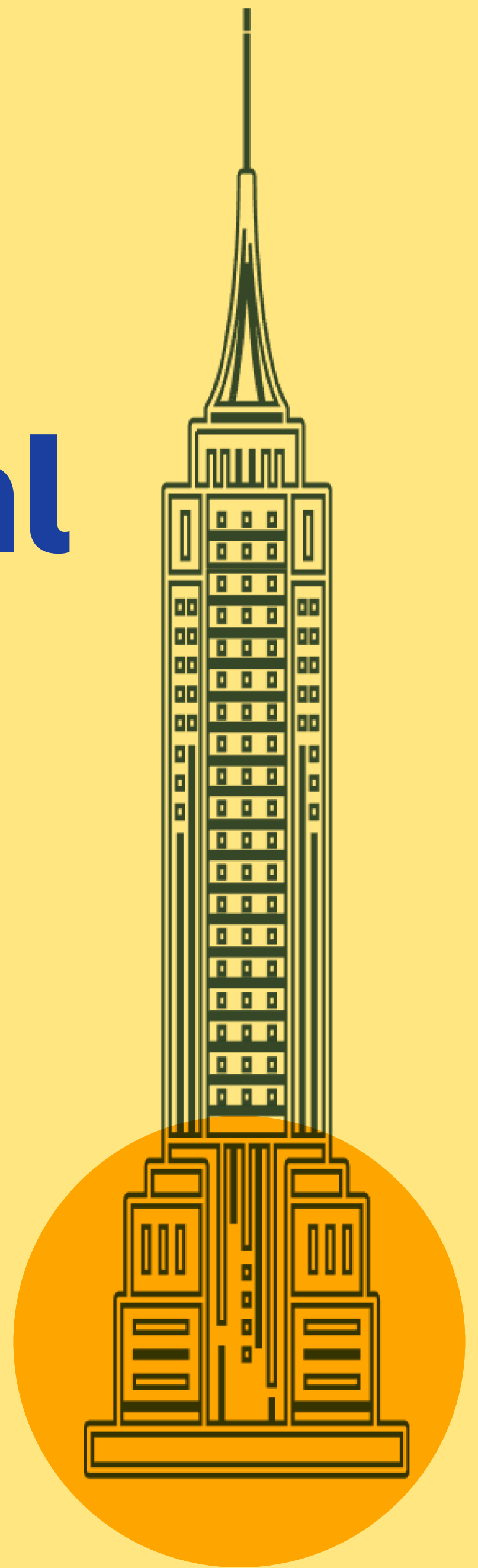


How will you achieve this with the CESA MBA?

Acceleration of managerial skills

We present you with real-world challenges that simulate the dynamics of senior management:

It happens in every class throughout the semester



Applied Expert Knowledge

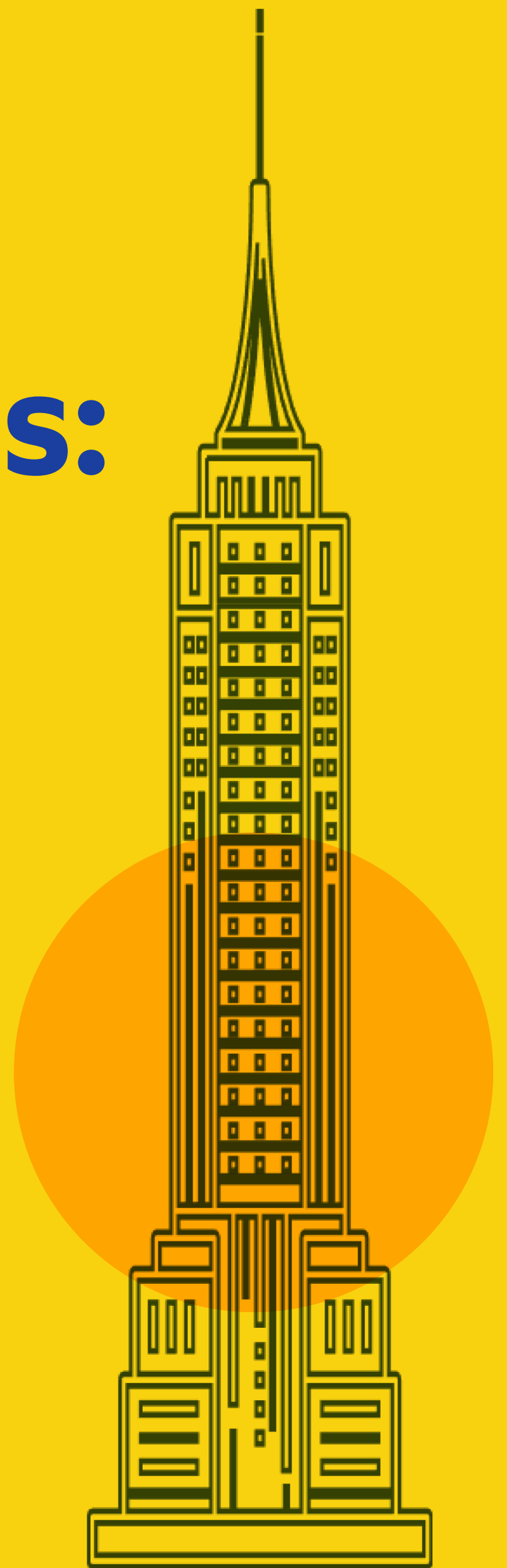
. Our content is designed by experts and aligned with the demands of the business environment. As a school specializing in management, administration, and business, we train you with a solid disciplinary foundation, always applied to the real-world context of organizations.

How will you achieve this with the CESA MBA?

Managerial competitiveness: tech + human skills

We develop a comprehensive managerial profile by combining technical and human skills:

It happens in every class throughout the semester



Tech Skills

: Proficiency in digital tools, artificial intelligence, and automation.

Human Skills:

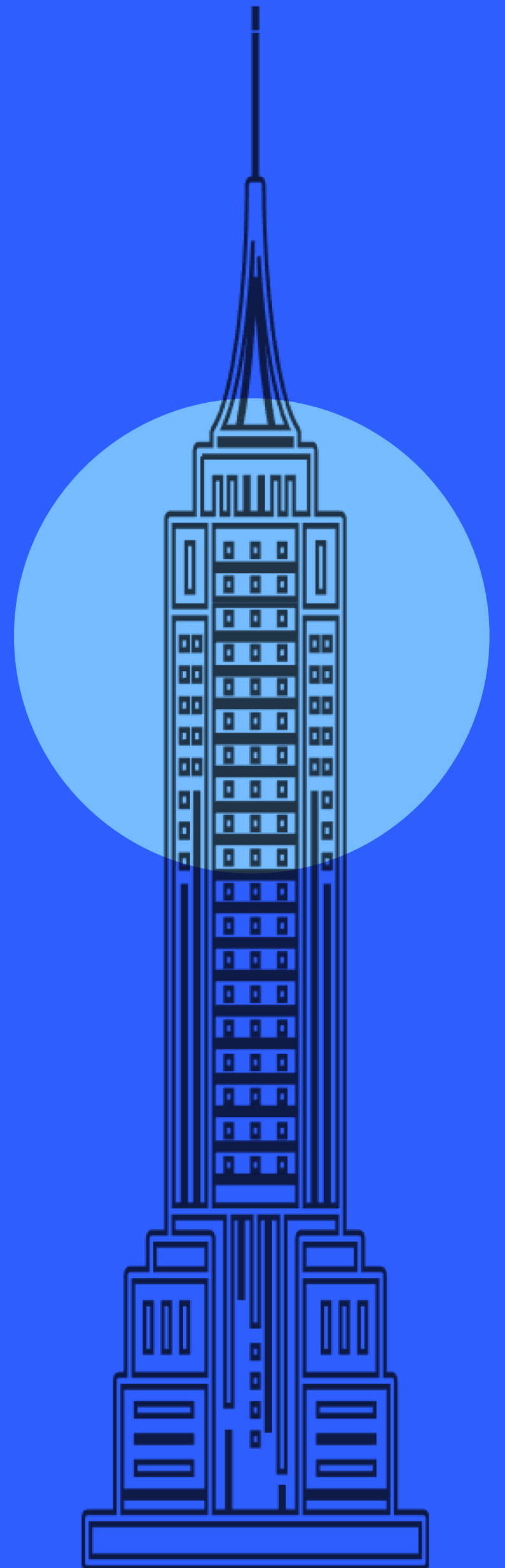
Leadership, negotiation, emotional intelligence, and effective communication for managing high-performing teams.

How will you achieve this with the CESA MBA?

Training in strategy and decision-making

We strengthen your analytical and problem-solving skills in complex environments:

It happens in every class throughout the semester



Mental efficiency to improve clarity and agility in uncertain situations.

Development of mental models and structured thinking.

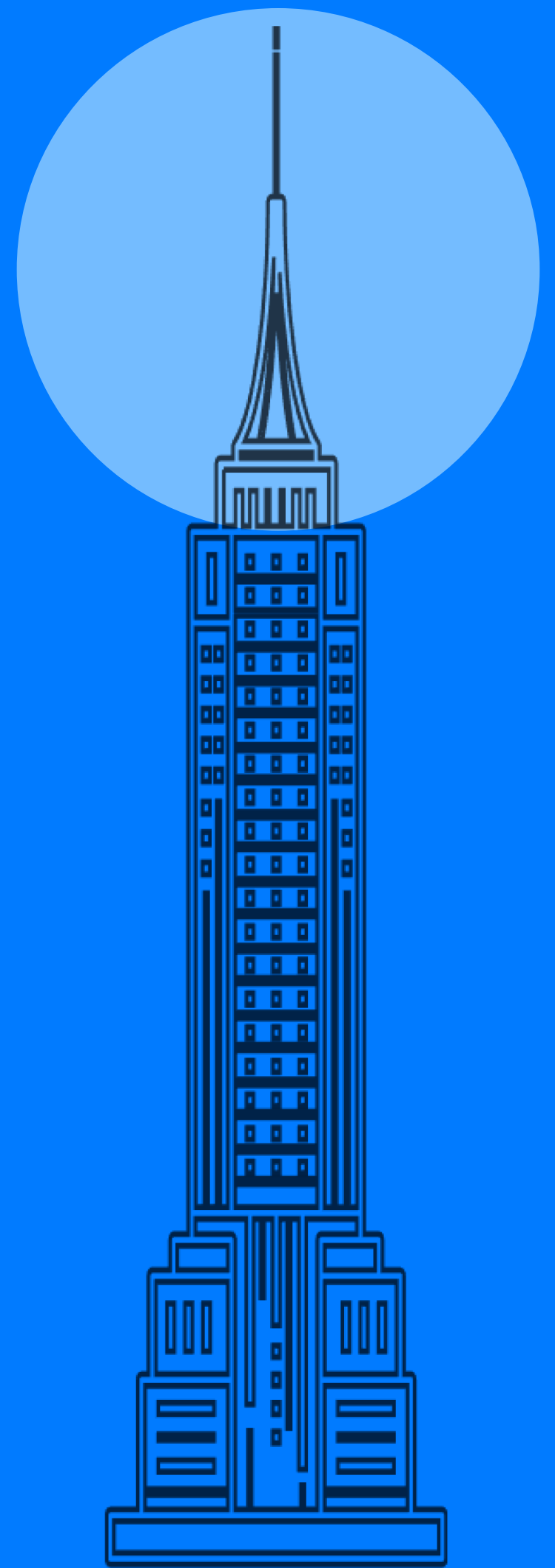
Risk simulations and strategic decision-making.

How will you achieve this with the CESA MBA?

Acceleration of Management Skills

We present you with real-world challenges that simulate the dynamics of senior management:

It occurs at specific times during the semester.



Mentoring with industry leaders who will guide your career development and connect you with a high-level network.

Survival Challenge: High-pressure crisis challenges and simulations to test your leadership skills.

Immersive experience: Field trips, real-world experiences, and decision-making exercises in actual business environments.

Title

Master of Business Administration. MBA

Time

Thursdays:
5:30 p.m. to
9:30 p.m.

Friday:
4:00 pm to
8:00 pm

Saturdays:
8:00 pm to
12:00 pm.

Duration:
3 semesters

Mode:
In-person

Full-time availability for international subjects.

Alejandro Salgado

MBA Director | PhD
in Strategy,
Behavior, and
Technology



A psychophysicist turned business strategist, I merge scientific rigor with market insight to facilitate data-driven decisions. I enjoy tackling complex challenges and building models that explain human behavior at both the individual and population levels. My work encompasses over 450 projects in consumer goods, finance, government, and NGOs across more than 25 countries and five markets. I am interested in learning about all sciences and gaining a deep understanding of the mechanisms that explain the human world.



VIGILADO MINEDUCACIÓN

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