COURSE DETAIL

MARKET SOLUTIONS
Country Mexico
Host Institution
Program(s) Tec de Monterrey-Mexico City,Tec de Monterrey
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 112
UCEAP Course Suffix
UCEAP Official Title MARKET SOLUTIONS
UCEAP Transcript Title MARKET SOLUTIONS
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course provides opportunities to develop proposals for new products and services, using emerging technologies. The class formulates predictive scenarios for strategic decision making, based on the application of the appropriate statistical models. Students apply representation techniques to generate digital graphic reports that will facilitate decision making, using computer tools and visual techniques. The course also distinguishes financing sources, considering their cost, risk and impact on organizations' financial structure while identifying market needs by obtaining and analyzing primary and secondary multiplatform information.

Language(s) of Instruction
English

Host Institution Course Number
MT1002B

Host Institution Course Title
CONSTRUCCION DE SOLUCIONES PARA EL MERCADO

Host Institution Course Details
https://pi-21.tecmty.com/detalle/1253

Host Institution Campus
Tec De Monterrey Mexico City

Host Institution Faculty
Social Sciences and Government

Host Institution Degree

Host Institution Department
Economics

Course Last Reviewed
2025-2026

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