

COURSE DETAIL

MARKET SOLUTIONS

Country

Mexico

Host Institution

Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)

Program(s)

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.tecmy.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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