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NÚMERO DE EGRESADOS POR PROGRAMA

NUMBER OF GRADUATES BY PROGRAM

PROGRAMA / *PROGRAM*	2024-2	2025-0	2025-1	2025-2	2026-0
Administración de Empresas *Business Administration*	120	67	120	135	69
Administración y Finanzas *Business Administration with a minor in Finance*	24	7	42	30	12
Administración de Negocios Internacionales *International Business Administration*	50	30	49	69	24
Hotelería *Hospitality and Restaurant Management*	50	19	21	48	16
Gestión Comercial *Business Management*	10	7	14	14	4
Marketing *Marketing*	117	49	87	145	72
Administración Bancaria *Banking and Financial Business Administration*	11	0	9	10	0
Turismo *Tourism Operations Management*	8	0	8	9	1
Gestión logística *Logistics Management*	6	3	17	10	3
Gestión de recursos humanos *Human Resources Management*	28	7	41	55	14
Marketing y gestión de la moda *Fashion Marketing and Management*	11	6	18	21	6
Publicidad y medios digitales *Advertising and Digital Media*	58	21	44	66	23
Administración y Dirección de Empresas *Business Administration and Management*	56	21	49	70	30
Marketing e innovación *Marketing and Innovation*	31	12	30	37	10
Dirección de negocios globales *Global Business Management*	16	8	6	11	4
Dirección Hotelera *Hospitality Management*	18	5	15	8	2
Dirección publicitaria *Advertising Management*	11	5	12	10	3

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TASA DE DESERCIÓN POR PROGRAMA

ATTRITION BY PROGRAM

PROGRAMA / *PROGRAM*	2024-2	2025-0	2025-1	2025-2	2026-0
Administración de Empresas *Business Administration*	26.9%	26.9%	27.5%	26.0%	26.0%
Administración y Finanzas *Business Administration with a minor in Finance*	28.5%	28.5%	34.1%	29.0%	29.0%
Administración de Negocios Internacionales *International Business Administration*	25.6%	25.6%	21.7%	25.0%	25.0%
Hotelería *Hospitality and Restaurant Management*	24.4%	24.4%	21.7%	28.0%	28.0%
Gestión Comercial *Business Management*	28.9%	28.9%	27.5%	31.0%	31.0%
Marketing *Marketing*	24.2%	24.2%	24.9%	24.9%	24.9%
Administración Bancaria *Banking and Financial Business Administration*	31.4%	31.4%	40.1%	26.0%	26.0%
Turismo *Tourism Operations Management*	30.3%	30.3%	31.1%	27.0%	27.0%
Gestión logística *Logistics Management*	29.3%	29.3%	30.7%	27.0%	27.0%
Gestión de recursos humanos *Human Resources Management*	27.4%	27.4%	27.7%	29.0%	29.0%
Marketing y gestión de la moda *Fashion Marketing and Management*	23.7%	23.7%	26.6%	26.6%	26.6%
Publicidad y medios digitales *Advertising and Digital Media*	23.8%	23.8%	25.0%	25.0%	25.0%
Administración y Dirección de Empresas *Business Administration and Management*	23.6%	23.0%	21.9%	28.0%	28.0%
Marketing e innovación *Marketing and Innovation*	19.5%	19.5%	18.3%	22.0%	22.0%
Dirección de negocios globales *Global Business Management*	17.1%	17.1%	23.4%	13.0%	13.0%
Dirección Hotelera *Hospitality Management*	18.4%	18.4%	18.7%	20.0%	20.0%
Dirección publicitaria *Advertising Management*	15.3%	15.3%	21.7%	13.0%	13.0%

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TASA DE INSERCIÓN LABORAL POR PROGRAMA

JOB PLACEMENT RATES BY PROGRAM

PROGRAMA / *PROGRAM*	2024-2	2025-0	2025-1	2025-2	2026-0
Administración de Empresas *Business Administration*	84.8%	84.8%	82.0%	82.0%	82.0%
Administración y Finanzas *Business Administration with a minor in Finance*	81.8%	81.8%	75.0%	75.0%	75.0%
Administración de Negocios Internacionales *International Business Administration*	89.8%	89.8%	78.6%	78.6%	78.6%
Hotelería *Hospitality and Restaurant Management*	84.0%	84.0%	79.4%	79.4%	79.4%
Gestión Comercial *Business Management*	92.9%	92.9%	78.6%	78.6%	78.6%
Marketing *Marketing*	78.3%	78.3%	78.5%	78.5%	78.5%
Administración Bancaria *Banking and Financial Business Administration*	100.0%	100.0%	73.3%	73.3%	73.3%
Turismo *Tourism Operations Management*	71.4%	71.4%	81.8%	81.8%	81.8%
Gestión logística *Logistics Management*	100.0%	100.0%	89.3%	89.3%	89.3%
Gestión de recursos humanos *Human Resources Management*	83.7%	83.7%	81.4%	81.4%	81.4%
Marketing y gestión de la moda *Fashion Marketing and Management*	87.5%	87.5%	64.3%	64.3%	64.3%
Publicidad y medios digitales *Advertising and Digital Media*	68.9%	68.9%	73.5%	73.5%	73.5%
Administración y Dirección de Empresas *Business Administration and Management*	89.7%	89.7%	87.3%	87.3%	87.3%
Marketing e innovación *Marketing and Innovation*	86.0%	86.0%	85.7%	85.7%	85.7%
Dirección de negocios globales *Global Business Management*	100.0%	100.0%	85.7%	85.7%	85.7%
Dirección Hotelera *Hospitality Management*	100.0%	100.0%	77.8%	77.8%	77.8%
Dirección publicitaria *Advertising Management*	50.0%	50.0%	84.2%	84.2%	84.2%

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TASA DE EMPLEO DE ESTUDIANTES ACTUALES POR PROGRAMA

CURRENT STUDENT EMPLOYMENT RATE BY PROGRAM

PROGRAMA / *PROGRAM*	2024-2	2025-0	2025-1	2025-2	2026-0
Administración de Empresas *Business Administration*	84.7%	84.7%	89.9%	89.9%	89.9%
Administración y Finanzas *Business Administration with a minor in Finance*	72.9%	72.9%	88.9%	88.9%	88.9%
Administración de Negocios Internacionales *International Business Administration*	77.0%	77.0%	87.3%	87.3%	87.3%
Hotelería *Hospitality and Restaurant Management*	77.9%	77.9%	85.5%	85.5%	85.5%
Gestión Comercial *Business Management*	78.6%	78.6%	93.0%	93.0%	93.0%
Marketing *Marketing*	79.6%	79.6%	88.8%	88.8%	88.8%
Administración Bancaria *Banking and Financial Business Administration*	73.1%	73.1%	91.2%	91.2%	91.2%
Turismo *Tourism Operations Management*	81.2%	81.2%	94.6%	94.6%	94.6%
Gestión logística *Logistics Management*	82.6%	82.6%	91.4%	91.4%	91.4%
Gestión de recursos humanos *Human Resources Management*	80.0%	80.0%	92.2%	92.2%	92.2%
Marketing y gestión de la moda *Fashion Marketing and Management*	78.9%	78.9%	90.4%	90.4%	90.4%
Publicidad y medios digitales *Advertising and Digital Media*	87.1%	87.1%	87.0%	87.0%	87.0%
Administración y Dirección de Empresas *Business Administration and Management*	92.9%	92.9%	92.8%	92.8%	92.8%
Marketing e innovación *Marketing and Innovation*	94.9%	94.9%	100.0%	100.0%	100.0%
Dirección de negocios globales *Global Business Management*	100.0%	100.0%	95.8%	95.8%	95.8%
Dirección Hotelera *Hospitality Management*	100.0%	100.0%	90.5%	90.5%	90.5%
Dirección publicitaria *Advertising Management*	100.0%	100.0%	100.0%	100.0%	100.0%

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TASA DE EMPLEO RELACIONADO CON EL PROGRAMA

PROGRAM-RELATED EMPLOYMENT RATE BY PROGRAM

PROGRAMA / *PROGRAM*	2024-2	2025-0	2025-1	2025-2	2026-0
Administración de Empresas *Business Administration*	92.0%	92.0%	72.0%	72.0%	72.0%
Administración y Finanzas *Business Administration with a minor in Finance*	83.0%	83.0%	70.0%	70.0%	70.0%
Administración de Negocios Internacionales *International Business Administration*	79.0%	79.0%	70.0%	70.0%	70.0%
Hotelería *Hospitality and Restaurant Management*	75.0%	75.0%	71.0%	71.0%	71.0%
Gestión Comercial *Business Management*	95.0%	95.0%	82.0%	82.0%	82.0%
Marketing *Marketing*	90.0%	90.0%	66.0%	66.0%	66.0%
Administración Bancaria *Banking and Financial Business Administration*	100.0%	100.0%	70.0%	70.0%	70.0%
Turismo *Tourism Operations Management*	54.0%	54.0%	50.0%	50.0%	50.0%
Gestión logística *Logistics Management*	89.0%	89.0%	89.0%	89.0%	89.0%
Gestión de recursos humanos *Human Resources Management*	65.0%	65.0%	63.0%	63.0%	63.0%
Marketing y gestión de la moda *Fashion Marketing and Management*	100.0%	100.0%	33.0%	33.0%	33.0%
Publicidad y medios digitales *Advertising and Digital Media*	79.0%	79.0%	81.0%	81.0%	81.0%
Administración y Dirección de Empresas *Business Administration and Management*	91.0%	91.0%	81.0%	81.0%	81.0%
Marketing e innovación *Marketing and Innovation*	89.0%	89.0%	72.0%	72.0%	72.0%
Dirección de negocios globales *Global Business Management*	83.0%	83.0%	88.0%	88.0%	88.0%
Dirección Hotelera *Hospitality Management*	100.0%	100.0%	86.0%	86.0%	86.0%
Dirección publicitaria *Advertising Management*	100.0%	100.0%	94.0%	94.0%	94.0%