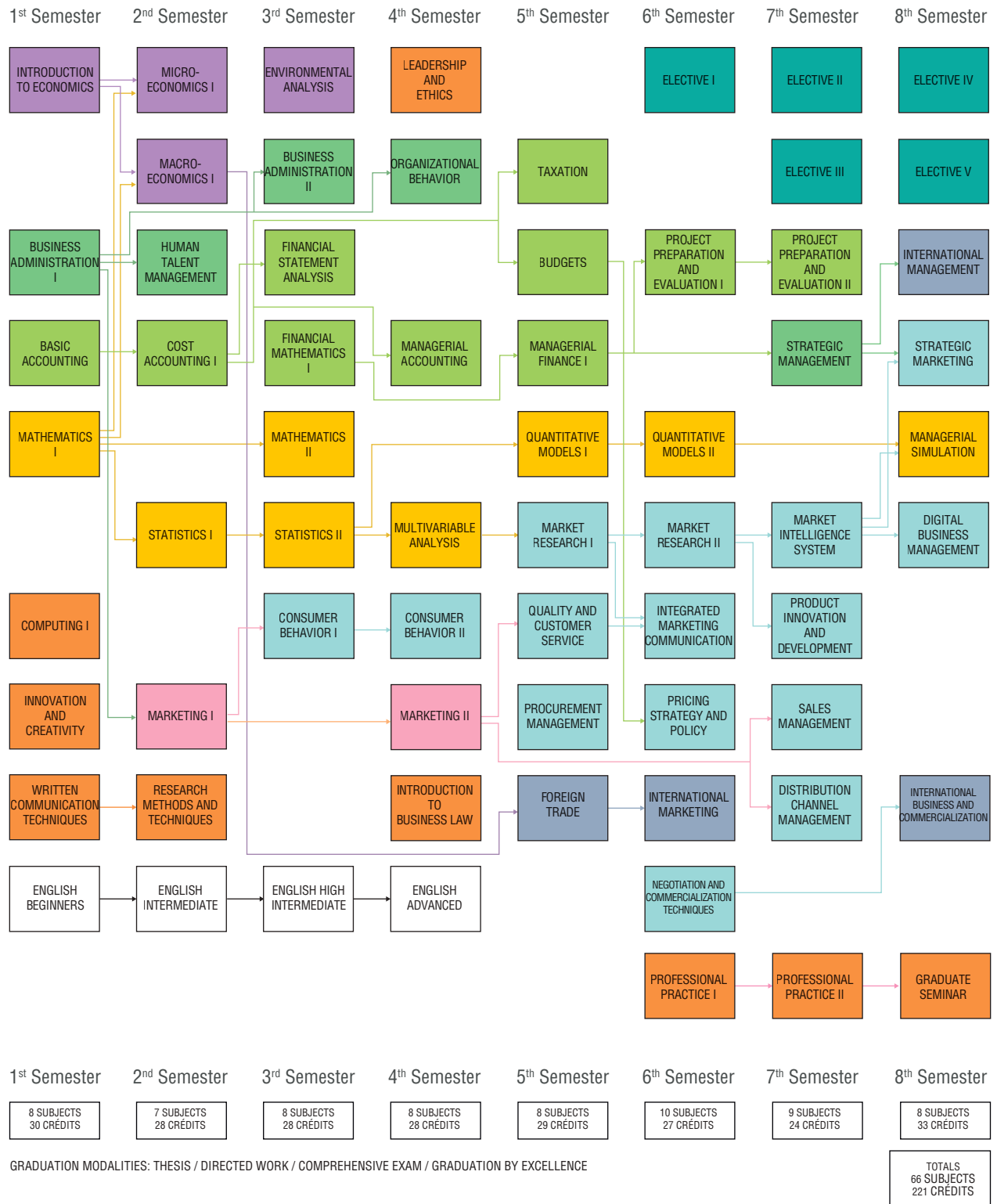


COMMERCIAL ENGINEERING



COMMERCIAL ENGINEERING

Faculty of Business Sciences and Law (FACED)

Duration: 8 semesters

UPB Differentiators:

- Development of critical thinking, scientific reasoning, entrepreneurial spirit, and leadership.

Adaptability to different cultural and social environments.

- Acquisition of experience in the use of information and communication technologies.

Creative and innovative capacity to tackle commercial challenges with a strategic and operational vision.

- Integration of scientific knowledge and its practical application in the management of systems, processes, resources, and technologies.

Identification and management of negotiation processes within companies.

- Design and implementation of market information systems, strategies, and marketing plans.

The program is available on all three campuses, facilitating student mobility within Bolivia's main cities.

We combine engineering, economics, business administration, and marketing concepts to analyze business problems from a technical and quantitative perspective. We apply tools and techniques from these disciplines to optimize processes and manage data to make strategic decisions.

We focus on developing analytical, quantitative, and technical skills, applying methods that help solve business problems. We promote project management and decision-making based on the information generated. Additionally, we develop skills in market analysis, persuasive communication, and creativity, all under the vision of understanding and meeting the needs of clients, the market, and the company.

We organize study trips to countries such as the United States, Argentina, and soon Panama. These trips offer participants a hands-on experience of business realities in different cultures and countries.

Our graduates find job opportunities in various industries, including manufacturing, technology, logistics, consulting, and finance, holding roles such as business analysts, consultants, operations managers, or project managers, as well as developing their own ventures.

Job opportunities:

- Project planning and management.
- Market and environmental analysis for strategy generation.
- Customer segmentation and targeted strategies.
- International market analysis.
- Business modeling and simulation.

Professional profile:

- Expert in market research, demand analysis, and supply chain management.
- Planning and development of commercial, product, and innovation strategies.
- National and international commercialization.
- Strategic pricing policy planning.
- Product and service management and evaluation.
- Financial analysis of the impact of products and services on the company.
- Generation of business opportunities, project management, and entrepreneurship.

Specializations:

- International Trade
- Marketing
- Finance
- Quantitative
- Production and Quality Management