

Universidad  
**De La Salle**®  
Bajío

*Associate's Degrees • Technical Degrees • Bachelor's Degrees  
Continuing Education • Postgraduate Programs*



***Our commitment is TO YOU***

## ***Institutional Mission 2012 • 2017***

Inspired by De La Salle tradition of Faith, Brotherhood and Service, the Mission of the Universidad De La Salle Bajío is the integral formation of persons to work together in community-building and social transformation. For this reason we constantly seek the truth about nature, man and God.



***We know  
WHERE WE ARE GOING***

## ***Institutional Vision 2012 • 2017***

The Universidad De La Salle Bajío is an important participant within the context of higher education in the region, thanks to the integration of university functions centered on quality, integral formation. It especially promotes innovation, the management of knowledge and cultural administration. It is distinguished by internationalization and interculturalism, shared work and multidisciplinary collaboration, as well as links to other social participants. In all these ways an important stimulus is given to sustainable social development.



***Present in more than 80 COUNTRIES***

## ***La Salle in the World***

De La Salle is the largest educational community in the world, comprising about 1 million students and more than 67,000 teachers in 82 countries on every continent.

De La Salle legacy of more than 300 years bases its educational philosophy on the formation of persons capable of transcendence in the values of Faith, Brotherhood and Service.

***The LARGEST Private University  
in Central Mexico***

## ***Universidad De La Salle Bajío***

Founded in 1986 by La Sallian Brother Manuel de Jesús Álvarez Campos, the institution has grown to become the largest private university in central Mexico.

***It currently boasts five campuses with more than 15,000 students: Américas, Campestre, Juan Alonso de Torres, Salamanca and San Francisco del Rincón.***





# Academic Quality



## DEPARTMENT OF PUBLIC EDUCATION

The Universidad De La Salle Bajío was one of the first 19 universities in the country to be recognized as Institutions of Academic Excellence, in 2006. In 2012 it received recognition as an Exemplary Institution because of its efforts in external evaluation or accreditation of the quality of its programs, with 80 percent of its bachelor's degree students enrolled in an accredited program.



We have achieved accreditation by the Federation of Mexican Private Higher Education Institutions (FIMPE) three times, twice with the highest rating.



Recognition by the governing body for higher education in the State of Guanajuato as an institution of excellent quality in teaching, for possessing academic and administrative processes on a level with the best universities.



In 2009, it was the first private university in the state to receive the World of Armando Olivares Prize, the highest recognition offered by the state Commission for Higher Education Planning, for outstanding work in three fundamental areas: graduation rate, educational quality and social impact.



For seven consecutive years, we have been among the 50 most innovative businesses in the country, as recognized by Information Week México magazine. Each year from 2007 to 2011 we were the only organization to receive the Culture of Innovation Prize, and we were again so honored in 2013. In the 2014 edition we received special mention for Sectorial Innovation, placing among the 10 best.



The International Association of La Sallian Universities (IALU) has the objective of serving as a link among all the La Sallian schools in the world, promoting joint activities, facilitating information exchange and organizing development seminars.



The Mexico La Salle Universities Network is the organization that facilitates internal and external communication among La Sallian higher-education institutions in Mexico, thus promoting their integral development.



The Universidad De La Salle Bajío is part of the Mexican Association of Institutions of Higher Education of Christian Inspiration (AMIESIC), which comprises more than 40 institutions.



The fundamental principle of the Universidad De La Salle Bajío is to form a community of growth, in which all members feel respected, taken into account and valued as persons, associating this aspect with the integrated human growth of the future professional, being supportive of society's most vulnerable members, participating in sports and developing artistic abilities in diverse cultural activities.

*With this as our aim, we offer you integral formation through the following departments:*

## ***Integral Formation***



### ***University Solidarity***



This department promotes values among students such as social responsibility, so as to work on behalf of those who have had the fewest opportunities in life. Its objective is to make students into critical, responsible, participative and supportive people seeking the common good.

### ***Sports***



Promotes participation in athletics within the University Community as an important element in overall formation, achieving the development of its full potential through this multidisciplinary activity, with optimal conditions for its execution.

### ***Pastoral Office***

Organizes and promotes actions aimed at the formation, expression and projection of Christian faith in the entire University Community. Belonging to this area is the "Salle Force" group, which sponsors camping trips, missions and retreats.

### ***Cultural Development and Management***



Promotes and publicizes cultural activities inside and outside the University and administers artistic workshops, stimulating creativity and sensitivity among students.

### ***Humanities***



Coordinates the teaching of values in the academic programs of all majors in order to promote positive attitudes about themselves, society, nature and God.



### ***Student Groups***

This office invites you to take part in groups which, from differing perspectives, foment the values of faith, brotherhood and service in the University Community.



# Campestre Campus



- Various auditoriums with capacities of 50 to 400 persons
- Computing centers for consultation, classes and homework
- Library with more than 110,000 volumes
- University residences for men and women
- Clinic for medical emergencies
- Parking for 1,600 vehicles
- Open-air amphitheaters for artistic presentations
- Weight room and facilities for indoor and outdoor sports
- Cafeterias and meeting spaces with wireless Internet
- Stationery shops and copy centers





# Associate's Degrees • Bachelor's Degrees • Continuing Education • Postgraduate Programs





# Academic offerings Associate's and Technical Degrees



**Technical degree**  
Supervision of works



**Associate's degree**  
Architectural Graphic Expression



**Associate's degree**  
Gastronomy\*



**Technical degree**  
Food Technology

\*Also offered at the Salamanca Campus



*Academic offerings*  
**Architecture and Design Area**



**Architecture**



**Graphic Design**



**Environmental and Space Design**



**Industrial Design**



**Fashion and Footwear Design**



# Academic offerings Social Science and Humanities Area



Law\*



Communication Sciences



Modern Languages and Interculturalism



Education



Criminology and Criminalistics



Psychology\*



Development of Human Capital

\*Also offered at the Salamanca Campus



# Academic offerings Engineering and Technology Area



Practice and Workshop Unit



Electromechanical Engineering



Industrial Engineering\*



Practice and Workshop Unit



Civil Engineering

\*Also offered at the Salamanca Campus



# Academic offerings Engineering and Technology Area



Software and Computing  
Systems Engineering



Biomedical Engineering



Electronic and  
Telecommunications Engineering



Technology and Business  
Solutions Engineering



# Academic offerings Administrative Area



Business Administration\*



International Business\*



Management and Operation  
of Food Services\*



Public Accounting\*



Marketing\*



Administration of Tourism

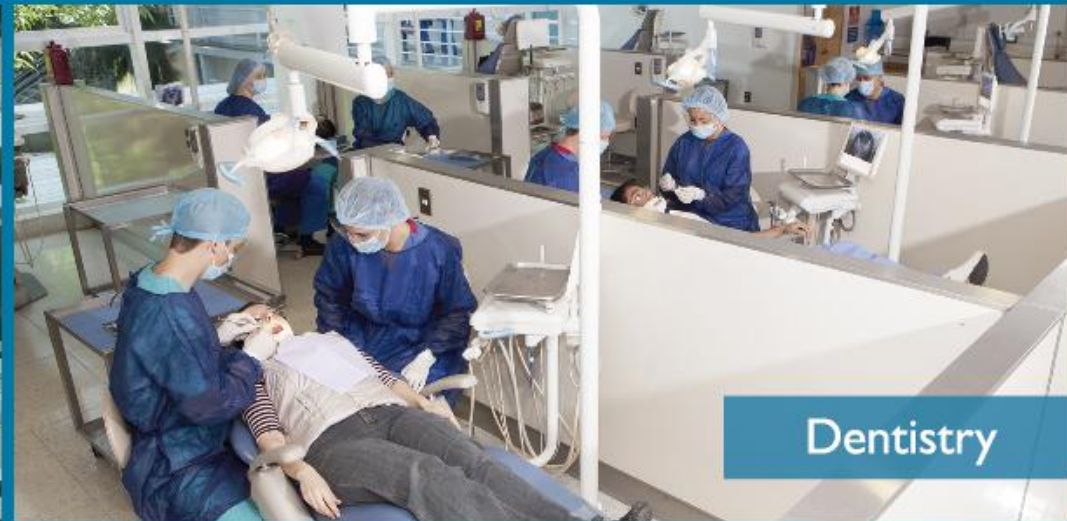
\*Also offered at the Salamanca Campus



# Academic offerings Biological Area



Agricultural Production  
Engineering



Dentistry



Veterinary Medicine



Dental School



# Salamanca Campus

**Preparatory School • Associate's Degrees • Bachelor's Degrees  
Continuing Education • Postgraduate Degrees**

## **Learning Support Centers:**

- Practice and Workshop Unit
  - Laboratories for:
    - Electronics
    - Networks and Network Computing
    - Biochemistry and Physical Chemistry
    - Hydraulics and Pneumatics
    - Metalworking
    - Baking and Pastries
    - Food and Beverages
- Audiovisual Media Center
- Oral Trial Courtroom
- Gesell Chamber
- Computing Center with two rooms (55 computers in each)
- Library with more than 14,000 volumes

## **Outdoor Sports Facilities :**

- Two multipurpose fields
- Soccer field

## **Indoor Sports Facilities:**

- Weight room
- Aerobics room
- Dressing rooms
- Covered basketball court with grandstand
- Volleyball court

## **Other Installations and Services:**

- Saint John the Baptist De La Salle Auditorium with capacity of 170 people
- Wireless Internet service
- Medical services office
- Cafeteria
- Chapel

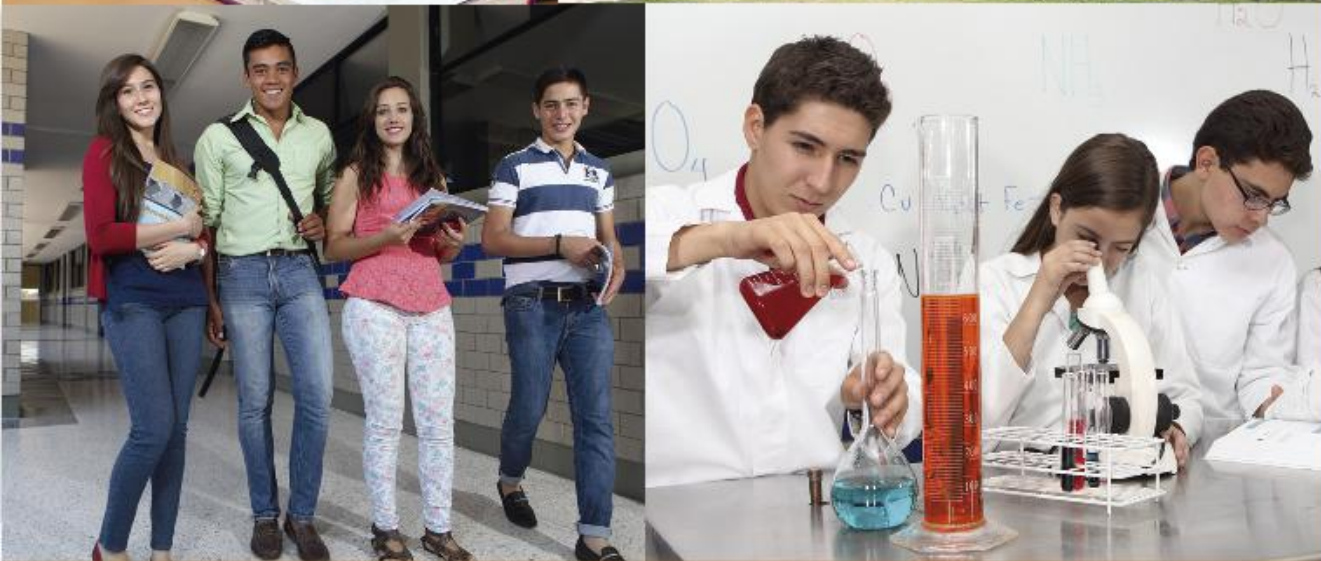
## **Location**

Libramiento a Morelia Km. 7.5  
Poblado San Juan de Razos,  
Salamanca, Guanajuato, Mexico,  
C.P. 36782





# Juan Alonso de Torres Campus Preparatory School



## **Installations:**

- Auditorium
- Chapel
- Cafeteria
- Infirmary

## **Learning Support Centers:**

- Computing Centers
- Language Center
- Audiovisual Room
- Science Laboratory
- Library
- Internet Room

## **Sports Facilities:**

- Five-a-side soccer field, indoor soccer field, volleyball court, basketball court, tetherball court and running track

## **Location**

Bld. Juan Alonso de Torres 3602,  
Col. San Cayetano de Medina, León, Guanajuato, Mexico.



# San Francisco del Rincón Campus

*Middle School • Preparatory School*

## **Facilities:**

- St. John the Baptist De La Salle Multipurpose Gymnasium
- Prayer room

## **Learning Support Centers:**

- Library
- Audiovisual Room
- Physics Laboratory
- Chemistry Laboratory
- Biology Laboratory
- Computing Center with two rooms (50 computers in each)

## **Indoor Sports Facilities:**

- Multipurpose court
- Covered court
- Weight room
- Aerobics room

## **Outdoor Sports Facilities:**

- Soccer field
- Five-a-side soccer field
- Two basketball courts
- Two volleyball courts



### **Location**

Bldv. Aquiles Serdán 1192, Fracc. El Paraíso, C.P. 36310,  
San Francisco del Rincón, Guanajuato, México.



# Américas Campus Preparatory School

## **Sports Facilities:**

- Outdoor sports installations with four multi-sport fields
- Gymnasium-auditorium with volleyball and basketball courts, stage and dressing rooms

## **Learning Support Centers:**

- Library
- Audiovisual Room
- Multipurpose Room
- Chemical and Biological Sciences Laboratory
- Physics Laboratory
- Computing Center



### **Location**

Bvd. Torres Landa 1002, Col. Las Américas,  
León, Guanajuato, Mexico, C.P. 37390





# **Postgraduate Programs**

## **Specializations • Master's Degrees • Doctorates**

### **Specializations**

- Agribusiness
- Financial Markets
- Organizational Communication
- Civil Procedural Law\*
- Business Law\*
- Footwear Design
- Editorial Design
- Design of Commercial Spaces
- Concrete Structure Design
- Personal Image Design and Consulting
- Endodontics
- Management of Projects in Social and Political Communication
- Oral Trials and the Adversarial Penal Process\*
- Small-Animal Veterinary Medicine and Surgery
- Vegetable Nutrition
- Techniques in Animal Reproduction
- Prosthodontics and Implants
- Networks and Information Security\*
- Web Technology and Mobile Devices\*

### **Master's Degrees**

- Business Administration\*
- Administration of Health-Care Institutions
- Educational Administration\*
- Public Administration and Economics
- Protected Agriculture
- Agribusiness
- Banking and Financial Markets
- Forensic Sciences
- Penology\*
- Strategic Communication in Organizations
- Social and Political Communication
- Customs Law
- Civil Law\*
- Constitutional and Administrative Law\*
- Mercantile and Corporate Law\*
- Labor Law and Labor Relations\*
- Organizational Development\*
- Architectural Design
- Editorial Design
- Urban Design



# Postgraduate Programs

Specializations • Master's Degrees • Doctorates

## Master's Degrees

- Design and Business
- Design and Administration for the Automotive Industry
- Design and Engineering of Mechatronic Systems
- Education
- Facilitation of Human Development
- Corporate Finance\*
- Fiscal Law\*
- Sports Management
- Management and Development of Products for Tourism
- Administration and Innovation in Educational Organizations
- Livability of Interior Space
- Administrative and Quality Engineering\*
- Automotive Engineering
- Structural Engineering
- Manufacturing Engineering
- Electronic and Computer Systems Engineering
- International Logistics
- Logistics, Dispatch and Customs Defense in International Business
- International Logistics
- Pediatric Dentistry

- Orthodontics
- Advertising and Marketing\*
- Livestock Production
- Networks and Information Security\*
- Construction Technology
- Business Information Technology
- Web Technology and Mobile Devices\*
- Family Therapy

\*This program is available at both the Campestre and Salamanca campuses.

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## Doctorates

- Organizational Administration and Studies
- Political Science
- Law with Orientation in Procedural Law
- Education and Human Development
- Alternate Methods of Conflict Resolution





# **Continuing Education**

**Diplomas • Courses • Workshops**

## ***We offer programs in the following areas:***

- Business Administration and Marketing
- Agronomy and Veterinary Medicine
- Architecture, Art and Design
- Law
- Education and Human Development
- Food and Tourism
- Management and Innovation
- Health
- Information Engineering and Technology

***Do you need a program  
to train and develop  
your human capital?***

*We will design one in accord  
with your organization's  
needs.*







# PARQUE DE INNOVACIÓN

DE LA SALLE

We are an ecosystem which, through social innovation, generates sustainable solutions in search of a better quality of life for society.

Jointly with the Universidad De La Salle Bajío, business, government, society and other academic institutions, we make available time and space to generate ideas, projects and new initiatives in research, innovation and entrepreneurship.

Work with us on social projects; bring your ideas to reality through our process of social entrepreneurship.

**Imagine, Collaborate and Transcend**  
In De La Salle Innovation Park.



✉ [info@parquedeinnovacion.org.mx](mailto:info@parquedeinnovacion.org.mx)

☎ (477) 214 3900

📍 Across from Campestre Campus (Access 1)  
Blvd. Campestre 2150, Fracc. Cerro Gordo 1,  
Sección Misión Cañada, León, Guanajuato,  
Mexico.





***Mi Museo Universitario De La Salle (MiM)*** is located in the heart of the University with architectural design by Miguel Ángel Bartorila and Reyna Loredo, who were able to transform the university's first building, erected more than 40 years ago, into a modern space devoted to culture.

Its mission is to identify, preserve, promote and develop the culture of Guanajuato in its tangible and intangible heritage, through study, exhibition, production and compilation of a collection of different types of popular art, visual art, design in all its branches, and architecture. This encourages conversations in which onlookers gather opinions, allowing them to reflect on the search for and development of their modes of identity with that culture, and involve themselves positively in their everyday world.



### ***The services offered to visitors include:***

- Guided tours in various languages
- Programmed visits to the storage warehouse for study purposes
- A program of parallel activities: academic, playful and recreational
- Artistic-cultural activities
- Talks and conferences
- Workshops reinforcing the message of exhibitions and of the Museum itself

***For the preservation, identification, promotion and development of Guanajuato's culture***





**Américas Campus**  
Tel. Fax: (477) 7 12 37 00  
y 7 12 58 80  
[americas@delasalle.edu.mx](mailto:americas@delasalle.edu.mx)

**Campestre Campus**  
Tel. (477) 7 10 85 85,  
[informes@delasalle.edu.mx](mailto:informes@delasalle.edu.mx)

**Juan Alonso de Torres Campus**  
Tel. (477) 7 19 76 00,  
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**San Francisco del Rincón Campus**  
Tel. Fax: (476) 7 43 58 54 al 56,  
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**Salamanca Campus**  
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