

GLOBAL BUSINESS



WINTER
M X

WINTER PROGRAM 2020

ONE COUNTRY, FOUR CITIES

Mexico City • Queretaro • Leon • Monterrey

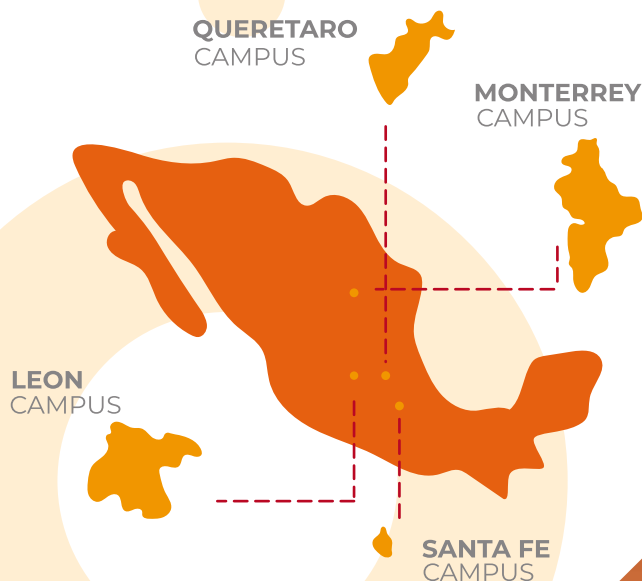
4 SPEND WEEKS TRAVELING AROUND MEXICO

from January 6th to January 31st

i WINTER Mx is a program designed for international students who love traveling and learning about new cultures.

Students will live in four vibrant cities in Mexico. The Santa Fe district in Mexico City, the colonial city of Queretaro, the industrialized Leon and the modern business and industrial center in Monterrey. They will make everlasting memories exercising their intellectual curiosity and developing entrepreneurship, innovation and leadership skills, in a multicultural setting.

During their stay in Mexico, students will learn about different parts of the country without ceasing their studies. Each campus has special activities, with field trips, company visits and networking events that will make their experience unforgettable.



CAMPUSES

Mexico City: Located west of Mexico City, and designed by the world-famous architect Ricardo Legorreta, Santa Fe campus was built in 2001 and is one of the newest among other 31 campuses of Tec de Monterrey throughout México. Our campus is located in Santa Fe area, the newest commercial and residential neighborhood that has become the greatest economic activity center within the Mexican capital. Our privileged location, close to charming cities like Cuernavaca and Puebla, allows students to travel and enjoy diverse experiences while living within the heart of the country.

Querétaro: The Queretaro campus is the fourth largest in the country with more than 7000 students, 55% of which come from other states and more than 400 international students of different nationalities are welcomed every year. Queretaro is located in the heart of Mexico, just a 2-hour drive away from Mexico City. Its great location, modern infrastructure, and excellent diversity of people, food and touristic places makes the state one of the best destinations to visit. Queretaro is one of the safest, innovative, and state-of-the-art sectors in industrial production, education, and technology.

Leon: The campus opened its doors in 1978. Located in the center of the country, Leon is famous for its leather industry which produces high quality leather shoes and clothes. Throughout the year, Leon is a host to international events like the Hot Air Balloon Festival and the Rally Race, amazing events that cannot be missed. Nowadays, Leon is also known for being one of the best automotive production clusters in the country and for its nearness to Puerto Interior, one of the best industrial parks in Mexico and Latin America..

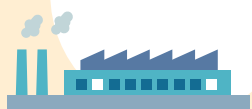
Monterrey: The main campus is located in a modern industrial and business center only 230km far from the USA border. The city, also known as Sultana del Norte (Lady of the North), hosts a set of transnational conglomerates with 10 out of 20 of the most important Mexican firms located in Monterrey. The Campus has been designed to create the perfect environment motivating the engagement with intensive academic activity and research as well as recreation, and allowing the full innovative and entrepreneurial potential to flourish.

WHY i WINTER MX?

STANDS FOR

- INNOVATIVE
- INCREDIBLE
- ITINERANT
- IDEAL
- INTERNATIONAL

Students will be embarked on a **Tec 21** model journey, an ambitious university wide program to rethink education. IsummerMX will allow flexibility as to how, when and where learning happens through:



Company visits



Conferences with experts



Networking events



Trips

ITINERANT ●

INNOVATIVE ●

INTERNATIONAL ●

INCREDIBLE

COURSES

Credits per class	3 Credits	5 ECTS	8 Tec Units
Credit load	6 Credits (two courses)	10 ECTS	16 Tec Units

Students will learn and advance their skills taking two courses:

1. NI1001 Enterprise, Culture and Business in The World

(Taught in English)

Students will be able to identify and analyze differences in cultures, political systems, social systems and economic systems influence on businesses; and analyze how the globalization process affects international businesses.

2. NI2006 Doing Business in Mexico

(Taught in English)

Students will learn about Mexican present time economic, political and trading structures. Compare different cultural patterns and business protocols and the historical bases of Mexican economy and business models. Discover the differences in management styles between Mexican and foreign companies.



During the 4 week program, students will be challenged to develop a creative Business Model Canvas for a business opportunity they identify, based on the knowledge of the Mexican market and its culture for doing business.



FEES AND TUITION

\$3600 USD for independent students. **DEADLINE APPLICATION:**
and **\$1600 USD** for exchange* students.
November 22nd 2019

*Nominated by partner institution.

This program includes:

- Housing.
- Transportation for all the activities in the program, and between cities.
- Breakfast six days per week.
- Tickets for all places and events in the program.
- Student Kit.

PROGRAM SCHEDULE

WEEK 1
JANUARY 6th - 10th

MEXICO CITY at SANTA FE

- Globalization and main participants in the global economy.
- Analysis of external factors of analysis: Political and legal systems.
- Mexico's role in international business.

WEEK 2
JANUARY 13th - 17th

CAMPUS QUERETARO

- Economic integration: Macro analysis.
- Business ethics around the world.
- Cross-cultural training: Cultural patterns in Mexico.

WEEK 3
JANUARY 20th - 24th

CAMPUS LEON

- The relevance of culture in context.
- Markets for foreign exchange.
- Business environment analysis (PESTEL)

WEEK 4
JANUARY 27th - 31st

CAMPUS MONTERREY

- Innovation and entrepreneurship.
- Global entrepreneurship.
- Business model generation (CANVAS)

ITINERANT

INNOVATIVE

INTERNATIONAL

INCREDIBLE

ITINERANT

• INNOVATIVE

• INTERNATIONAL

• INCREDIBLE



WINTER
M X

GLOBAL BUSINESS

for more info:

iwinter@servicios.itesm.mx



Tecnológico
de Monterrey

ONE COUNTRY, FOUR CITIES

Mexico City

• Queretaro

• Leon

• Monterrey