

# CULTURE & IDENTITY



**WINTER**  
M X

**WINTER PROGRAM 2020**

ONE COUNTRY, FOUR CITIES

Mexico City • Queretaro • Puebla • Guadalajara

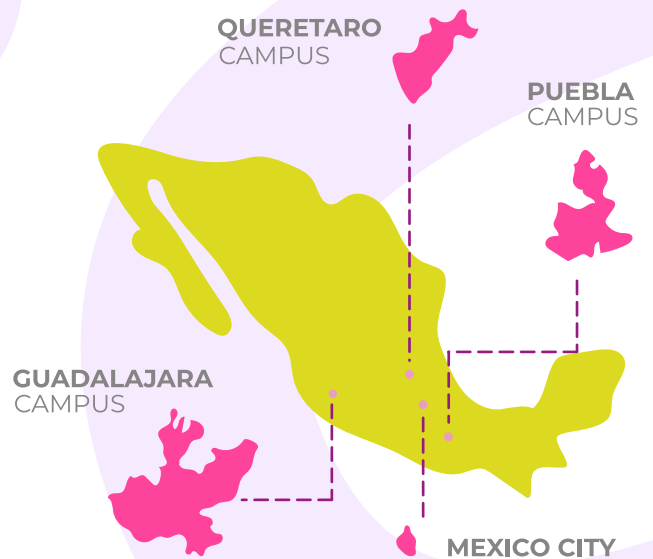
# 4 SPEND WEEKS TRAVELING AROUND MEXICO

from **January 6th** to **January 31st**

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

Discover four of the most iconic states in Mexico, visit the capital **Mexico-City**, enjoy the colonial city of **Queretaro**, go to the amazing **Guadalajara**, walk through historic places at **Puebla**, and choose to make everlasting memories in beautiful places like Puerto Vallarta and San Miguel de Allende.

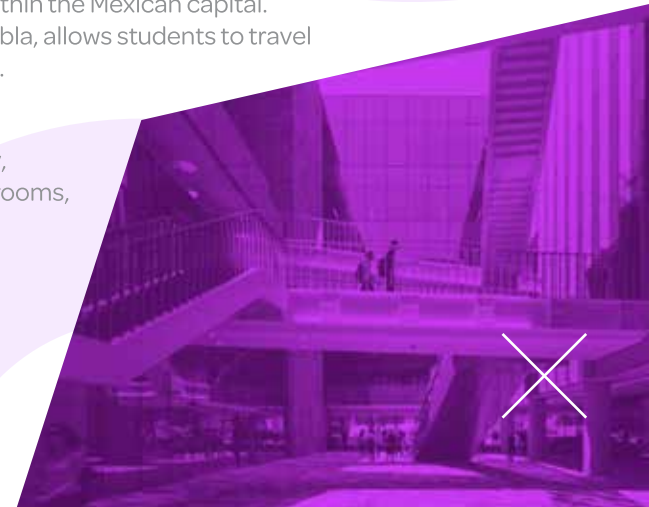
During their stay in Mexico, students will have the opportunity to live four weeks on four different campuses. They will experience and learn about different parts of the country. Each campus has special activities, and several trips, that will make their experience unforgettable!



## 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.

**Puebla:** Campus Puebla, located in one of the best districts of the city, opened its doors in 2003. On 25 hectares, you find 4 buildings with classrooms, offices, and the Convention Center and Technology Park. All facilities are equipped with state of the art technology. Additionally, there are two auditoriums, a cafeteria, a library, a copy shop, work and study areas, and 7 laboratories. Furthermore, we put at your disposal, a modern gymnasium with dressing rooms, showers, lockers and ample sports fields for soccer, basketball, volleyball and tennis.



**Queretaro:** Tec de Monterrey Campus Queretaro is the fourth largest campus in the country with more than 7000 students, 55% of which 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.

**Guadalajara:** The Guadalajara Campus opened its doors in August 1991, in an area of almost forty hectares located west of the metropolitan area, in the municipality of Zapopan. Over time this campus has and continues to develop its facilities to become the second most relevant campus, after the mother campus in Monterrey, and one of the most modern in the Tec system. Guadalajara is considered a capital of culture, being home of the well known Mexican icons such as mariachi, tequila, and charrería. All recognized as World Heritage by UNESCO.

# WHY i WINTER MX ?

## STANDS FOR

INNOVATIVE

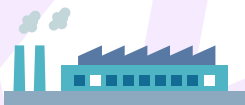
INCREDIBLE

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



Workshops



Trips

# COURSES

In this program students will have the opportunity to take **two different courses** developing a deeper understanding of Mexican identity and culture. In addition, they can choose to improve their basic Spanish skills (option 1) or to advance their intercultural communication competencies (option 2).

ITINERANT

INNOVATIVE

INTERNATIONAL

INCREDIBLE

Credits per class

3 Credits 5 ECTS 8 Tec Units

Credit load

6 Credits (two courses) 10 ECTS 16 Tec Units

# 1. Mexican Identity and Culture

(Taught in English)



This is a basic humanities course in which students will understand, identify and analyze aspects of Mexico's culture so that they can assimilate and integrate themselves into the culture. No prior knowledge is required. As an outcome students will compare, contrast and provide.

# 2. Basic Spanish as a Foreign Language



Beginning basic Spanish as a Foreign Language course allows students to develop the basic communicative skills in the Spanish language to improve their performance in social and academic contexts. It requires no previous knowledge of Spanish. Upon completion, the students will be able to recognize and adequately use the syntactic structures of Spanish in communicative interactions at the beginning level.

# 3. Intercultural communication

(Taught in English)



This course provides an intellectual and experimental forum for developing interpersonal and intercultural communication skills.

Students will learn to identify the cultural aspects of verbal and non-verbal behavior of people from different cultures and of themselves, and to recognize that differences in cultures can cause communication difficulties in organizational settings.



During their course, the students will develop the basic skills of audio-visual narrative, multimedia storytelling and developing audiovisual content based on their learning of Mexican Culture.



Mexico City



Queretaro



Puebla



Guadalajara

# FEES AND TUITION

**\$3600 USD** for independent students. DEADLINE APPLICATION:

and **\$1600 USD** for exchange\* students.

\*Nominated by partner institution.

**November  
22nd 2019**

## 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.

## PUERTO VALLARTA

**\$400 USD all inclusive  
per student**

Your students will find this coastal town framed by the mountains of the Sierra Madre Occidental of Jalisco and the immense Mexican Pacific. This fascinating tourist destination with, it's red roofs, golden sunsets, and cobbled streets, possesses everything that makes for an incredible vacation: beautiful beaches, leading hotels, and a variety of restaurants and activities.

# PROGRAM SCHEDULE

WEEK 1 JANUARY 6th - 10th	<b>CAMPUS MEXICO CITY AT SANTA FE</b>
SUNDAY 6th	Intercampus transportation
WEEK 2 JANUARY 13th - 17th	<b>CAMPUS PUEBLA</b>
SUNDAY 14th	Intercampus transportation
WEEK 3 JANUARY 20th - 24th	<b>CAMPUS QUERETARO</b>
SUNDAY 21st	Intercampus transportation
WEEK 4 JANUARY 27th - 31st	<b>CAMPUS GUADALAJARA</b>
FRIDAY 31st to 2nd	Puerto Vallarta Trip

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• INTERNATIONAL

• INCREDIBLE

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& IDENTITY**

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**Tecnológico  
de Monterrey**

ONE COUNTRY, FOUR CITIES

Mexico City

• Queretaro

• Puebla

• Guadalajara

Teotihuacan, Mexico City

photo: Daniel Vega @danevgas