

ITAM Summer School

# BUSINESS and Culture in Mexico



Summer Program Undergraduate Students June 18<sup>th</sup> - July 31<sup>st</sup>, 2018

**ITAM**

[www.summer.itam.mx](http://www.summer.itam.mx)



## SUMMER PROGRAM FOR INTERNATIONAL UNDERGRADUATE STUDENTS

Business & Culture in Mexico is a six-week summer program for international undergraduate students interested in learning about Mexico's business environment and its contribution to the global economic community. Students learn not only from the knowledge and insights of their professors, but also from the viewpoints of their Mexican classmates.

### EXPERIENCE MEXICO THROUGH ONE OF ITS LEADING UNIVERSITIES

Instituto Tecnológico Autónomo de México (ITAM) is a private institution with approximately 5800 students in its undergraduate, master and doctorate programs. ITAM's international reputation for excellence in education is built on a commitment to a full-time, international faculty with credentials similar to those found in faculties from leading institutions abroad.

ITAM'S Business School is accredited by AACSB International, EQUIS and AMBA, and is part of the network, Partnership in International Management (PIM). The ITAM Business School has consistently been ranked among the top in Latin America.





## ACADEMIC INFORMATION

The Business & Culture in Mexico 2018 program offers 3 courses in English taught by distinguished ITAM and guest professors.

Students may also add Spanish language courses to their program of study.

### **BUSINESS STRATEGY II** (Intensive, 6 ITAM credits)

Objective: In this course, students will learn how to formulate and implement business strategies using tools from Economics, Political Science and Philosophy disciplines. Specific topics include:

- How firms can achieve a sustainable competitive advantage.
- How to formulate and implement strategies under uncertainty.
- Game theory models to understand how business strategies are implemented.
- How to measure performance of business strategies.
- Understand ethical systems and sustainability principles that are relevant for business strategies.

### **INTERNATIONAL BUSINESS** (Intensive, 6 ITAM credits)

Objective: To provide the students with the most important aspects of the International Business environment, focusing on the responses of firms to opportunities and risks. Selected topics include:

- The political, economic & legal environment of international business
- The cultural environments of global markets
- International trade theory and policy
- Investment opportunities and risks
- International business strategies

### **MANAGEMENT COMMUNICATION** (Intensive, 6 ITAM credits)

Objective: Through written assignments, in-class discussion, individual and group presentations, and role-playing exercises, this course will help students develop the analytical and communication skills necessary to succeed in a competitive international business environment and to become successful leaders of the future. Selected topics include:

- Communication theory
- Written communication for the business world
- Informative and persuasive presentations
- Member roles and leadership in group

Courses are subject to change without prior notice.



## ACADEMIC INFORMATION

### SPANISH LANGUAGE & CULTURE COURSES (3 ITAM credits)

Subject to demand, the ITAM Academic Department of Languages and Composition will offer Spanish Language & Composition courses, covering the four language skills of reading, writing, listening and speaking.

### COURSE STRUCTURE

Each 6-credit business class consists of 48 contact hours of class discussions and lectures conducted in English by ITAM faculty. Language classes will consist of three ITAM credits and will cover a total of 24 contact hours each. While the number of transfer credits or units must be determined by each home institution, we recommend that universities award 3 semester (US) credits or 6-7.5 ECTS for six- credit course and 1.5 US or 3-4 ECTS for each three-credit language course.



International students at ITAM

## CULTURAL EXCURSIONS

The program fee includes two cultural excursions.

## ABOUT MEXICO

Contemporary Mexico is a sizable country with a rich culture, as well as contrasts and contradictions. With over 100 million inhabitants, it is the largest Spanish-speaking nation in the world. Mexico's ethnic heritage, colonial cities, coastal resorts and cultural diversity attract many international visitors every year. Mexico's business ties with the international community have increasingly been strengthened by dynamic and comprehensive economic reforms. Its strategic location as the gateway between South and North America has created an enormous opportunity for leadership in the region.

Located in the center of the country, Mexico's capital is known for its vibrant and eclectic atmosphere. Mexico City is the cultural, financial, governmental, and entertainment capital of the country. It has world-class museums that reflect the rich culture and history of the country and important art exhibits are shown in a great number of galleries.

ITAM is located in the picturesque neighborhood of San Angel. Within walking distance you can find historical buildings, parks, restaurants for all tastes, upscale bars, shopping malls and sport centers. San Angel is famous for its preserved colonial areas, 17th century churches and its tranquil atmosphere reminiscent of another area. Another special attraction in the area is the Saturday Bazaar, in which you can buy a great variety of local crafts, antiques and works of art in an environment of colorful splendor.

Students will have the opportunity to explore and enjoy Mexico City's cultural sites such as Museum of Anthropology, Chapultepec Park, the historic downtown area containing the central plaza (Zócalo) surrounded by the Cathedral, the National Palace, the main Aztec temple, Bellas Artes (Fine Arts Palace). Students will also enjoy the nearby colonial neighborhood of Coyoacán and the home of artists Frida Kahlo and Diego Rivera.

**Visa Requirements:** Students are advised to check with the Mexican Consulate in their home country regarding visa requirements before departing for Mexico. At the time of this writing, it is possible for US, Canadian and citizens of the European Union countries to enter Mexico on a tourist visa, as long as their stay is less than 180 days total. The Office of Academic Exchange will provide the acceptance letters required for visas.

**Medical Insurance:** All participants must have proof of medical insurance coverage valid in Mexico. Proof of coverage must be submitted before students can be enrolled in classes.

### SUMMER BUDGET CONSIDERATIONS\*:

- Private room in shared apartment or residence with shared bath. Approx. US \$650 for six weeks
- Private room in shared apartment or residence with private bath. Approx. US \$900 for six weeks
- Food costs: average US\$300 per month

**Accommodation:** ITAM will arrange for students to live in a comfortable fully-furnished student residence within walking distance of ITAM. The Academic Exchange Office will make accommodation arrangements individually with each student. Costs will be confirmed at the time when reservations are made and will be charged in Mexican pesos.

\* These prices are stated for informational purposes.

## ENROLLMENT INFORMATION

**Admission:** Enrollment is open to any student currently registered in an accredited college or university. The program is recommended for students who have completed at least one year of university studies. It is expected that students will enroll in a minimum of 12 ITAM credits (2 courses). Students should consult the academic advisors at their home institutions regarding prerequisites for the accreditation of each subject towards their own study program. Admission is limited to insure small class sizes, as well as a balance of Mexican and international students in each Business course. Students will be admitted on a first-come-first serve basis. The following documentation is required:

- Application form which may be requested by email to [exchange@itam.mx](mailto:exchange@itam.mx)
- An official transcript of university studies
- Home university recommendation/authorization and confirmation of enrollment status
- Learning Agreement

These documents will be reviewed and the student or the home university will be advised of the student's acceptance. To confirm acceptance, students will then be asked to submit a non-refundable deposit/program fee of US\$250.00

**Dates:** Application Deadline: May 2<sup>nd</sup>, 2018  
Students should arrive by the weekend of June 15<sup>th</sup> and book return flights for no earlier than August 1<sup>st</sup>. The ITAM Exchange Office will coordinate arrivals with each student.

**Fees:** Non-refundable program fee of US\$250.00, and tuition\* US\$850.00 for each 6-credit Business course and US\$425.00 for each three-credit Spanish Language course. Tuition is charged in Mexican pesos and the U.S. dollar rates might be adjusted slightly due to exchange rate fluctuations.

\* Tuition will be waived for students nominated as exchange students by their home institutions.

### Contact information:

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The logo for ITAM (Instituto Tecnológico Autónomo de México) is displayed in a large, bold, grey, sans-serif font.