

ITAM SUMMER SCHOOL, 2020

CROSSROADS: BUSINESS AND ECONOMIC OPPORTUNITIES IN MEXICO



ITAM

www.summer.itam.mx



Mexico City, The cultural, financial, governmental and entertainment capital of the country.

Mexico City has it all: history, culture, some of the world's best cuisine, museums, forward-thinking design, entertainment and a strategic geographical position that makes it an easy gateway to all colonial cities and beautiful beaches around the country.



Summer Course:

Language of Instruction: English

1) Crossroads: Business and Economic Opportunities in Mexico

Dates: June 29 to July 18, 2020

2) Optional Intensive Spanish Course (for credit)

Dates: June 15 to July 3, 2020

* The Intensive Spanish course takes place prior to the business course and it is optional. Both courses are for credit, each worth 6 ECTS and each 48-contact hours. Courses overlap for one week, but will be held at different times, representing no inconvenience for students who choose to take both.

JOIN US and be part of an innovative educational experience that will stay with you for life!



Objective: The objective of the course is to develop an informed meaningful perspective of the Mexican economy and its evolving business environment, and to stress its relevance for pursuing economic policy or business opportunities in other emerging countries.



Structure: Class meets in 4-hour sessions from Monday to Thursday with academic visits and lectures on Fridays.



Credits: 48 contact hours, equivalent to 6 ECTS credits. Intensive Spanish is another 6 ECTS.

Week 1: Mexico's History, Art and Culture

Students will learn and understand from new perspectives Mexico's history throughout the multiple periods the country has experienced in its course to consolidate a modern state. Along with the political and international history, the student will learn the country's development by the means of its art and culture.

- › Historical development until 20th century
- › The construction of a modern state
- › Art in México
- › Cultural importance of México's gastronomy
- › Cultural visit to downtown Mexico



Weeks 2 and 3: Mexico´s Business and Economic Landscape

Students will attain an overview of the economic and policy applications and learnings that have been implemented and exported to several other countries and contexts. Case study will be used to analyze a broad range of business challenges and opportunities.

- › Socio-economic context and poverty alleviation policies “the case of Progresas”
- › State-of-the-art program evaluation methods and specific applications
- › Drug trafficking and violence
- › The challenge of education and it´s link to the labor market
- › Health system and effective service delivery
- › Mexican macroeconomy and business landscape
- › Mexico- US migration
- › Green and not-so-green policies
- › Case study: “banking for the poor”

Intensive Spanish

Three weeks of intensive Spanish Language Level A2/B1

At the appropriate level, we will introduce the student to the fundamentals of Spanish grammar and syntax in academic and non-academic contexts alike.

Students will learn the grammatical structures of the simple and complex sentence in Spanish (on the syntactic, grammatical and lexical levels) and will be able to use them in real contexts through written and spoken activities.

- › Practice Spanish-language dialogues and conversations in real-life contexts
- › Identify basic Spanish verb patterns;
- › Familiarize yourself with Spanish parts of speech, parts of the sentence, and phrases;
- › Gain knowledge on some of the most representative aspects of Mexican culture.

APPLICATION DEADLINE

May 2st, 2020

ENROLLMENT

Enrollment is open to any student currently registered in an accredited college or university. Students must have completed at least one full year of university studies.

The following documentation is required:

- › Application: email to **exchange@itam.mx**
- › An official transcript of university studies
- › Home university nomination when coming from a partner school

Grades and official transcripts will be issued. Students must attend full course in order to be issued a grade.

Students should consult the academic advisors at their home institutions regarding accreditation of the course towards their own study program.

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.

FEES

Non-refundable program fee of US\$250.00

Tuition fee Academic Module: 6 ITAM credits (equivalent to 6 ETCS): US\$ 1550.00

Tuition fee Language Module: 6 ITAM credits (equivalent to 6 ETCS): US\$ 1000.00

*When coming from a partner university Exchange might be available and students who pay are eligible to a 25% discount.

*Tuition is charged in Mexican pesos and the US dollar rates might be adjusted slightly due to exchange rate fluctuations.

ARRIVING IN MEXICO

Students attending the Intensive Spanish course should arrive in Mexico no later than Sunday June 14, 2020. Students only attending the regular Business and Economics course should arrive in time to attend mandatory orientation session on Saturday June 27, 2020.

* Course may be subject to change

ACCOMMODATION

Housing is not owned or operated by ITAM but the International Office will make accommodation arrangements individually with each student.

For informational purposes only:

*Fully furnished residences within walking distance of ITAM are approximately US\$400 -500. Varied options are available and prices will depend on the student's choice of residence.

VISA REQUIREMENTS

Students are advised to check with the Mexican consulate in their home country regarding visa requirements before departing to 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 totals less than 180 days.

MEDICAL INSURANCE

All participants must have proof of medical insurance coverage valid in Mexico. Proof of coverage must be submitted before the first day of classes otherwise the students will not be allowed on campus.



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