

Tecnologico de Monterrey iSummer MX Summer Program

Why study in Mexico?

- Students will live in four vibrant cities in Mexico. The Santa Fe district in Mexico City, the colonial city Querétaro, the industrialized León and the modern business and industrial center in Monterrey.

COURSES & DATES:

WEEK 1 JULY 6TH - 10TH	MEXICO CITY at SANTA FE CAMPUS	<ul style="list-style-type: none"> • Business internationalization: Kidzania a success story in Mexico • How to develop licensing as a way for business expansion • Spanish and salsa to survive in Mexico
WEEK 2 JULY 13TH - 17TH	QUERÉTARO CAMPUS	<ul style="list-style-type: none"> • Queretaro: A mexican pioneer in aerospace industry in Mexico • Agroparks: the new green gold for mexican exports • Corporate Social Responsibility
WEEK 3 JULY 20TH - 24TH	LEÓN CAMPUS	<ul style="list-style-type: none"> • A role model for supply chain internationalization • Logistics: the game shaker for international trade

		<ul style="list-style-type: none"> • Cross-cultural adaptation: Leon Expat community
WEEK 4 JULY 27TH - 31ST	MONTERREY CAMPUS	<ul style="list-style-type: none"> • Entrepreneurship and innovation ecosystems. Create your own innovation! • Technologies that are changing the game of business. • Practical use of Artificial Intelligence, Augmented Reality and Nanotech



FEES:

\$1600 USD for exchange students nominated by partner universities

Deadline application: May 15th 2020

FOR MORE INFORMATION PLEASE VISIT THE FOLLOWING WEBSITE:

<https://studyinmexico.tec.mx/academic-offer/business#fees>