

iSummerMX 2024

Global Business Program
Four weeks traveling
and learning around Mexico





SPEND 4 WEEKS TRAVELING AROUND MEXICO

Mexico City • Puebla • Monterrey • Queretaro

The **iSummerMX** programs are designed for students who love traveling and learning about new cultures.

Following Tec de Monterrey competency-based Learning Model, students upskill multi-disciplinary abilities and specialization for their professional future.

The learning process is centered on the student's involvement with the environment and their professors. Students develop transversal and disciplinary competencies by analyzing and creating solutions to real problematic bonded challenges.

They prove their knowledge and dominance of subjects through different learning evidence.



Discover Mexico!

If you love traveling and learning about new cultures, these itinerant programs **taught in English** are a great option for you.

Visit Different Cities in 4 Weeks

Itinerant Schedule

Travel through different cities and Tec de Monterrey's campuses, and learn about diverse parts of the country.

Field Trips

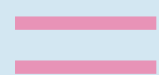
An inside look at companies, industries, or entrepreneurial initiatives to exert analysis, synthesis, and problem-solving processes in a multicultural setting.

Experiential Learning

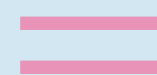
Active learning environments and challenges that transfer knowledge to real contexts.

Credit Load of the Program

2 Courses



6 Credits



10 ECTS

Global Business Program

This program will help you develop new skills focused on business globalization. You will be able to experience a part of Mexico's business ecosystem by visiting **Mexico City, Puebla, Queretaro** and **Monterrey**.

Tec de Monterrey will teach you to identify business opportunities in international markets and develop proposals to aid enterprises to thrive in a specific international context.

NI1002B International Business Opportunities

Learn to determine the potential of international markets, as well as formulate strategies and tactics in an existing organization to improve its competitive advantages in its internationalization process.

MT1001B Marketing Insight to Develop Strategies

You will be able to identify market needs by obtaining and analyzing information; apply representation techniques to generate digital graphic reports that will facilitate decision making; and design a multi-component marketing plan.



The Route

- Mexico City
- Puebla
- Monterrey
- Queretaro



The program offers special activities, conferences, and trips, while visiting several Tec de Monterrey's campuses in different cities to make an unforgettable experience.

About the Campuses



Campus Puebla

Located in one of the city's best districts, it opened its doors in 2003. On 25 hectares, you will find excellent facilities with classrooms equipped with state-of-the-art technology as well as cafeterias, gymnasium, fields, and courts to practice your favorite sport. Furthermore, the city of Puebla is located 2 hours away from Mexico City, which makes this campus very attractive for students who wish to travel without having to move great distances.

Campus Ciudad de México

Is the second largest campus, and it is considered the newest and most modern campus with approximately 8000 enrolled students each semester. Located in the Southern part of the Capital City, Mexico City is a true contemporary megalopolis filled with contrasts, characterized by a variety of museums, theatres, cinemas, festivals and entertainment, hard to find anywhere else.



Campus Querétaro

Is the fourth largest campus in the country with more than 7000 students, of which 55% are from other states and more than 400 international students from around the world. Queretaro's excellent location, modern infrastructure, diversity of people, food, and touristic places make the state one of the best destinations to visit. In addition, Queretaro is one of the safest, innovative, and state-of-the-art sectors in industrial production, education, and technology.

Campus Monterrey

Located in a modern industrial and business center only 230km far from the USA border. The city hosts a set of transnational conglomerates with several 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 recreational, and allowing the full innovative and entrepreneurial potential to flourish.

Program Dates and Cost

Important Dates

Nomination Deadline
May 10, 2024

Application Deadline
May 17, 2024

Program Schedule

Week 1	June 24 to June 28, 2024	Mexico City
Week 2	July 1 to July 5, 2024	Puebla
Week 3	July 8 to July 12, 2024	Monterrey
Week 4	July 15 to July 19, 2024	Queretaro

Fees and Tuition

\$2,250 USD*
for exchange students
(Nominated by partner institution)

\$5,110 USD
for independent students

This program includes:

- Tuition
- Housing
- Transportation for all program activities, including pick up on official arrival day and transfer from city to city
- Breakfast six days of the week
- Tickets to all visits and events of the program
- Student arrival kit
- Health Insurance

*The cost of the program already reflects the tuition waiver for exchange students.





YOUR POTENTIAL MOVES THE WORLD

Contact Information

For more information about this program, please contact your Study Abroad Office or contact us at:



studyinmexico@itesm.mx



studyinmexico.tec.mx

See you soon in Mexico!