

I SUMMER MX  
ITINERANT SUMMER IN MEXICO  
TECNOLOGICO DE MONTERREY

**Deadline:**

24<sup>th</sup> May 2019

**Agreement level:** BSc, BEng, MSc

**Dates:** Summer: 1<sup>st</sup> to 26<sup>th</sup> July 2019

**More information:**

<https://studyinmexico.tec.mx/>

<http://isummer.ml/>

**Language program:** English

**Brief Description:**

Students will be embarked on a **Tec 21** model journey, an ambitious university wide program to rethink education. **I Summer MX** will allow flexibility as to how, when and where learning happens through:

Companies visits – Conference with experts –networking events - trips

**This is the second edition of the “i Summer Mx”,** a program designed for international students who are lovers of traveling and learning about new cultures.

Discover some of our 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, explore Chihuahua and Monterrey, or Leon in Guanajuato. 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. This will give them the chance to learn about different parts of the country without ceasing their studies. Each campus has special activities, and several trips, that will make the experience unforgettable!

**Students can get up to a 10 ECTS in each program.**

## [Aeronautic industry program](#)

**IsummerMx** is a program designed for international students interested in acquiring the basic knowledge and skills to venture as young professionals in the aeronautic industry field. Who like traveling and working multicultural environments.

During the program students will be challenged to redesign and test an unmanned aircraft. They will also report a business opportunity idea for a prospective home country firm to participate in the Mexican aeronautic cluster.

Students will live in three vibrant cities. The colonial city of Queretaro, the industrialized Chihuahua and Mexico City. These cities stand out as examples of growth, foreign investment and job creation, especially in the aeronautic industry.

Students will make everlasting memories exercising their intellectual curiosity and developing entrepreneurship, innovation and leadership skills. They will learn about the aeronautical industrial ecosystem, key technological trends, and the relevance of this Mexican industry in the international setting.

### [1. M2004. Aeronautics Fundamentals](#)

Once the course is finished, the student will understand and will be able to explain the aerodynamic principles and flight mechanics. He will know meteorology concepts, aerial navigation, air traffic control and telecommunications; as well as the practical principles to carry out a flight.

### [2. M3041. Aeronautical Engineering Project I](#)

By the end of the course, the student should be able to identify the design parameters and requirements that best satisfy the constraints of a multidisciplinary project. A project that integrates knowledge in the areas of mechanics, electronics, control and computing, with the goal of finding an optimal solution applied to the aeronautical domain.

WEEK 1 JULY 1ST - 5TH	CAMPUS QUERETARO
WEEK 2 JULY 8TH - 12TH	CAMPUS CHIHUAHUA
WEEK 3 JULY 15TH - 19TH	CAMPUS STATE OF MEXICO
WEEK 4 JULY 22TH - 26TH	CAMPUS QUERETARO

## Global Business Program:

During the 4 weeks program, students will be challenged to develop a creative Business Model Canvas for a business opportunity they identify, based on the knowledge of the Mexican market and its culture for doing business.

Students will live in four vibrant cities in Mexico. The Santa Fe district in Mexico City, the colonial city Queretaro, the industrialized Leon and the modern business and industrial center in Monterrey. They will make everlasting memories exercising their intellectual curiosity and developing entrepreneurship, innovation and leadership skills, in a multicultural setting.

During their stay in Mexico, students will learn about different parts of the country without ceasing their studies. Each campus has special activities, with field trips, company visits and networking events that will make their experience unforgettable.

### 1. NI1001 Enterprise, Culture, and Business in The World

Students will be able to identify and analyze differences in cultures, political systems, social systems and economic systems influence on businesses; and analyze how the globalization process affects international businesses.

### 2. NI2006 Doing Business in Mexico

Students will learn about Mexican present time economic, political and trading structures. Compare different cultural patterns and business protocols and the historical bases of Mexican economy and business models. Discover the differences in management styles between Mexican and foreign companies.

WEEK 1 JULY 1ST - 5TH	MEXICO CITY at SANTA FE
WEEK 2 JULY 8TH - 12TH	CAMPUS QUERETARO
WEEK 3 JULY 15TH - 19TH	CAMPUS LEON
WEEK 4 JULY 22TH - 26TH	CAMPUS MONTERREY

## Culture and identity program

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.

Discover four of the most iconic states in Mexico, visit the capital Mexico City, enjoy the colonial city of Querétaro, 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, your students will have the opportunity to live for weeks on four different campuses. This will give them the chance to learn about different parts of the country without ceasing their studies. Each campus has special activities, and several trips, that will make their experience unforgettable!

In this program, students will have the opportunity to take two different courses that would help them to develop 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).

### 1. H1032. Mexican Identity and Culture

This is 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 carry out dynamics related to diverse art expressions.

### **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.CO 1001 Intercultural communication

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.

## [Insights to love Mexico | Marketing program:](#)

**Insights to love Mexico** is a program designed for international students interested in discovering their marketing potential and advancing their professional competencies in a unique and experiential way. Who love traveling and learning about new cultures.

Students will develop a marketing plan and will model an ideal customer profile for a product or service of the tourism sector. By working in multicultural settings, they will exercise their leadership skill while developing a global perspective.

Students will discover four of the most iconic states in Mexico, visit the capital Mexico City, enjoy the colonial city of Querétaro, go the amazing Guadalajara, walk through historic places at Puebla and make everlasting memories in beautiful places like Puerto Vallarta and San Miguel de Allende.

### 1. [MT1003 Marketing and Creativity](#)

The students will be familiar with the field of marketing and will be able to understand the factors that affect companies and their environment. They will understand the evolution of marketing 1.00 until 4.00, creativity, information and market research systems, market segmentation, consumer buying behavior, commercial markets, product development strategies, prices, distribution and promotional mix. In addition, they have to build a marketing business plan to face all the discovered insights around Mexico's marketing tourism environment.

### 2. [MT2006 Consumer Behavior](#)

At the end of this course, the student should have a clearer perspective of consumer behavior, discovering marketing and inspiring insights in order to model consumption patterns under the new revolution perspectives 4.0. The students will build their competencies being more society empathic, enthusiastic, and curious from themselves and the people who live around. Structuring the information obtained in a significant rhetorical frame, in which concepts and theories deriving from psychology, sociology and anthropology need to be applied critically.

#### **Sundays trip and beach at Puerto Vallarta-only for students enrolled at Culture and identity program and**

##### **Insights to love Mexico:**

Every Sunday, on each campus we have a special trip to enjoy local attractions. These trips are not included in the program fee but all of them are included in the price of the Puerto Vallarta Trip. \$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.

WEEK 1 JULY 1ST - 5TH	CAMPUS MEXICO CITY	SUNDAY 6TH INTERCAMPUS TRANSPORTATION
WEEK 2 JULY 8TH - 12TH	CAMPUS PUEBLA	SUNDAY 14TH INTERCAMPUS TRANSPORTATION
WEEK 3 JULY 15TH - 19TH	CAMPUS QUERÉTARO	SUNDAY 21ST INTERCAMPUS TRANSPORTATION
WEEK 4 JULY 22ND - 26TH	CAMPUS GUADALAJARA	FRIDAY 26TH PUERTO VALLARTA TRIP

### Academic Strengths of “i Summer Program”

New educational model Tec 21 consciously disrupts existing silos of academic departments and faculties and instead looks to re-organize them according to disciplines they collaborate with, as opposed to disciplines they belong to. Interdisciplinary and inter-faculty collaboration forms a key structuring element along with the development of spaces for engagement with allied industry and the surrounding community.

Instituto Tecnológico de Monterrey’s challenge-based curriculum lets students work together to solve real-world problems—fostering intrinsic curiosity and a team-player mentality, all while showing the positive impact they can have on the world.

In all programs and activities at Tec de Monterrey, students are educated on the Institution’s mission: We develop **leaders** with an **entrepreneurial spirit**, a humanistic outlook, and a global vision.

Tecnológico de Monterrey has the 14th best undergraduate entrepreneurship program in the world, according to the new ranking *The Princeton Review's Top Schools for Entrepreneurship Studies for 2018*.

Infrastructure according to a first class university.

### Student Life

Special cultural activities are included in the program.

Sport facilities in the campus are open to international students registered in the program.

### Housing

Dormitory housing and hotels included in the cost of the program.

### Additional Information

Medical Insurance:

All international students require to have a medical insurance during their studies at Tecnológico de Monterrey. If you are an exchange student and you already have an insurance you may keep it, only if it fulfills the following requirements:

Description	USD
Medical expenses in case of accident / illness	\$120,000
Repatriation of the remains	\$15,000
Medical evacuation	\$120,000
Accidental death compensation	\$60,000
Dismemberment	\$60,000
Civil liability and damages to third parties	\$500,000
Direct payment in the hospital	YES
Direct payment to the hospital in case of medical evacuation	YES
Coverage for amateur practice of high risk sports	YES
Coverage for injuries caused by firearms, assault and homicide	YES

In case your insurance does not covers the above mentioned we can recommend to buy one in the following link: <https://www.intercambioseguro.com/> or contact us for more information.

### **Fees and costs:**

The program is **\$3600 USD for independent students.**

**Exchange students nominated by a partner institution will only cover \$1600 USD.**

This program includes:

- Housing (residence halls in some of the campus, and hotels)
- Breakfast from 6 days per week.
- Full transportation from Monday to Saturday, for all the activities in the program, and between cities.
- Tickets for all places and events in the program.
- Project and academic materials.
- Student Kit.
- Official transcript

You can estimate to expend around 150 usd per week for your personal expenditures (food, entertainment, transportation, etc).

**Workload:** 10 ECTS (5 ECTS each course)

**Links:**

[I Summer Mx \(itinerant program\)](#)

[University link](#)

**Videos**

[Summer School Tec](#)

[Queretaro city](#)

[Campus Queretaro- Gangnam Style Parody](#)

[Testimonial estudiante danés SDU sobre campus Querétaro](#)

[Campus Monterrey](#)

**Language test required:** No

**Type of stay:** Short term/ Summer Program: 4 weeks: 1<sup>st</sup> to 26<sup>th</sup> July

**Courses in English:** All

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