



Discovering the Potential of Doing Business in Mexico

In our current globalizing world it is essential to know how to deal with international business. Mexico is one of the most important countries of Latin America and has many international agreements such as: the Free Trade Agreement with North America (NAFTA), bilateral agreements with different countries of Europe and South America and it is also member of the G5, the Group of the five most important emerging countries of the world.

As a future business professional or entrepreneur this course will facilitate your negotiations or investments related to this country. Topics such as the Mexican Labor Unions, Abroad Investments in Mexico, its different Trade Agreements, etc. will be analyzed.

Besides the academic lectures the students will visit some of the most important companies of Mexico such as: Bimbo, Mexican Stock Exchange and many others.



Academic Program:

Objective of the subject:

To achieve general knowledge of business in Mexico through the study of culture, history, economy, regional differences, negotiations as well as work and market conditions of this country. To analyze how companies operate in Mexico, by studying the importance of

foreign investment as well as legal restrictions and necessary requirements to set up a company in the country.

Topics of the course:

Dates	Topics	Visits
31 st of May and/or 19 th of July	History and political environment of Mexico	
01 st of June and/or 20 th of July	Competitiveness and regional geo-economy	Banorte
02 nd of June and/or 21 st of July	Work and working conditions in Mexico	
03 rd of June and/or 22 nd of July	Project (the guidelines will be given by the teacher)	Mexican Stock Market
04 th of June and/or 23 rd of July		FedEx (the whole day)
07 th of June and/or 26 th of July	Mexican business culture	
08 th of June and/or 27 th of July	Formal and informal economy	Mexican Market
09 th of June and/or 28 th of July	Trade Agreements	
10 th of June and/or 29 th of July	First presentation (students' presentation)	Nestlé
11 th of June and/or 30 th of July		BIMBO (the whole day)
14 th of June and/or 02 nd of August	Business Opportunities in Mexico (Products)	
15 th of June and/or 03 rd of August	Business Opportunities in Mexico (Services)	PROMÉXICO
16 th of June and/or 04 th of August	Companies and foreign investment in Mexico	
17 th of June and/or 05 th of August	Project (tutoring)	Minigrip
18 th of June and/or 06 th of August		José Cuervo
21 st of June and/or 09 th of August	Business case: BIMBO	

22 nd of June and/or 10 th of August	Logistics in Mexico	(mide) Interactive Museum of Economics
23 rd of June and/or 11 th of August	Business Simulation	
24 th of June and/or 12 th of August	Project: (last tutoring)	Grupo Modelo
25 th of June and/or 13 th of August		Visit to confirm
28 th of June and/or 16 th of August	Project: Final Presentation	

The courses will take place in the mornings from Monday to Thursday, some days they could be in the afternoons, depending on the visits.

Companies may cancel the visits at any moment, that is why we have other possibilities just in case it happens.

Evaluation policies:

The students will be evaluated by means of a business project on which they will work for four weeks. They will have tutoring every Thursday and the final presentation will be on the last day of class.

➡ **Language:** English and/or Spanish (depending on the number of participants)

➡ **Date:** May 31st – June 28th, 2010
July 19th – August 16th, 2010

➡ **Location:** Mexico City Campus

➡ **Schedule:**

Monday to Thursday: classes from 9:00 to 12:00

The visits to the companies will be on Tuesday and Thursday afternoons and on Friday (the whole day)

➡ **Costs:**

It Includes:

- One subject
- Teaching materials
- Transport to the different visits included in the program
- International Health Insurance

It does not include:

- Airplane tickets, accommodation, personal expenses, meals and transport to places not included in the program.
- **Student Visa: all students are required to have Student Visa at their arrival to Mexico, for which they can apply when they receive the acceptance letter.**
- Registration process of the Student Visa, if applies.

➡ **How can I apply?**

Please follow the process on this link:

<http://www.ccm.itesm.mx/internacional/solicitud.html>

The deadline for receiving the complete application is April 1st, 2010

➡ **Contact:**

If you have any further questions, please feel free to contact:

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