PORTFOLIO I Summer 2019
IsummerMX 2019
General Information

Program Dates: July 1st to July 26th
Application Deadline: May 24th

Fees and Tuition
$3600 USD for independent students
$1600 USD for Exchange* students
*Nominated by partner institutions.

The program includes
- 2 courses (10 ECTS, 6 US Credits)
- Housing (hotel and campus residence)
- Full transportation for all activities during the program and between cities.
- Breakfast (6 days per week)
- Tickets for all program events
- Student kit

For more information
ismmer@itesm.mx
Courses
A- Mexican Identity and Culture &
B1- Basic Spanish or
B2- Intercultural Communication

During the program students will develop basic audio-visual storytelling skills and create multimedia content based on their knowledge of the Mexican Culture

https://studyinmexico.tec.mx/academic-offer/culture-identity
isummercul@servicios.itesm.mx
Students will 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.

https://studyinmexico.tec.mx/academic-offer/aeronautics

isummeraero@servicios.itesm.mx
Global Business
Mexico City - Querétaro - León - Monterrey

COURSES
A - Enterprise, Culture and Business in the world
B - Doing Business in Mexico

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

https://studyinmexico.tec.mx/academic-offer/business

ismummerbus@servicios.itesm.mx
COURSES
A - Marketing and Creativity
B - Consumer Behavior

During the program students will develop a marketing plan and will model an ideal customer profile for a product or service of the tourism sector.

https://studyinmexico.tec.mx/academic-offer/marketing
isummer@itesm.mx
Music, Memory and Identity
Mexico City - Puebla - Monterrey

COURSES
A - Music and Society
B - Overview of the Arts and Popular Cultures

Students will increase their aesthetic awareness and understanding of the world through music. They will develop a deeper understanding of a variety of popular cultural productions in Mexico.

https://studyinmexico.tec.mx/academic-offer/music-memory-identity
ismatchummer@itesm.mx
Disaster Risk Reduction & Sustainable Development
Mexico City - Puebla - Chiapas

COURSES
A - Introduction to International Cooperation Development
B - International Cooperation Project I: Disaster Risk Reduction and Sustainable Development.

During their course, the students will develop the basic skills to understand the interaction of hazards, exposure and vulnerability, crucial to the implementation of an effective disaster risk reduction strategy and the work of communities on disasters prevention and recovery and its impact on local development.

https://studyinmexico.tec.mx/academic-offer/disaster-risk-reduction-sustainable-development

ismummer@itesm.mx
Art with Humanistic Outlook
Oaxaca - San Antonio Arrazola - Oaxaca

COURSES
A - Mexican Popular Arts
B - Cultural Identity and Art

Students will work together with artisans and government authorities, encouraging citizen empowerment and promoting the cultural heritage of Arrazola, Oaxaca.

$3400 USD for independent students, and $1400 USD for exchange* students. *Nominated by partner institution.

https://studyinmexico.tec.mx/academic-offer/art-humanistic-outlook
isummer@itesm.mx
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Cuentas de correo.

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studyinmexico@itesm.mx

Culture and Identity

Aeronautic Industry

Global Business

Music, Memory and Identity

Insights to love Mexico

Disaster Risk Reduction & Sustainable Development

CSC

Javier Espadas

Claudia Ugalde

Gabriela Parada

César Garza