



Tecnológico
de Monterrey



MÉXICO

PORTFOLIO | 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
isummer@itesm.mx

Mexican Identity and Culture

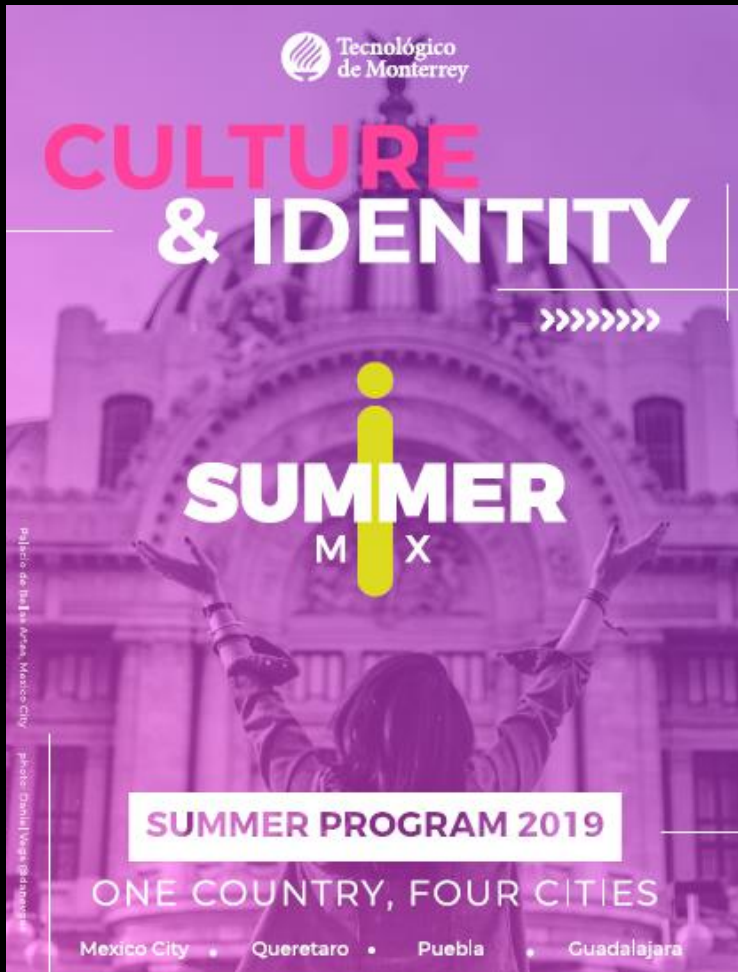
Mexico City – Puebla – Querétaro – Guadalajara

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





Aeronautics

Querétaro – Chihuahua – Mexico City

COURSES

A- Aeronautics fundamentals

B- Aeronautical engineering project

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>

isummerbus@servicios.itesm.mx





Insights to love Mexico

Mexico City – Puebla – Querétaro – Guadalajara

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>

isummer@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>

isummer@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

Humanities and Education

Business

Engineering

Social Sciences & Government

Art with Humanistic Outlook
TBC ✨

Culture and Identity

Music, Memory and Identity

Global Business

Insights to love Mexico

Aeronautic Industry

International Cooperation and
Disaster Prevention and Mitigation

OAX		San Antonio Arrazola	OAX	
Week 1 Jul 1-6	Week 2 Jul 7-13	Week 3 Jul 14-20	Week 4 Jul 21-26	
CSF	PUE ✨	QRO	GDA	
CSF	PUE	MTY	MTY ✨	
CSF	QRO ✨	LEO	MTY	
CSF ✨	PUE	QRO	GDA	
QRO ✨	CHI	CEM	QRO	
CSF ✨	PUE	CHS	CHS	

✨ Experience Leader



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Global Business ✨

Insights to love Mexico ✨

Aeronautic Industry ✨

Disaster Risk Reduction & Sustainable Development ✨

Experience Leader

Javier Espadas

Jesús González

Claudia Ugalde

Gabriela Parada

Claudia Ugalde

Gabriela Parada

✨ Experience Leader



ISUMMERMEX 2019

	LUNES	MARTES	MIÉRCOLES	JUEVES	VIERNES	SÁBADO	DOMINGO
9:00	MA1		MA3		MA5	F R E E	TRAVEL
9:30							
10:00							
10:30							
11:00							
11:30	BREAK		BREAK		BREAK		
12:00	MA2		MA4		MA6		
12:30							
13:00							
13:30							
14:00	LUNCH		LUNCH		LUNCH		
14:30							
15:00	LIFE		LIFE		CITY BUS TOUR		
15:30							
16:00							
16:30							
17:00	FREE		FREE				
17:30							
18:00							

Cuentas de correo.

isummercul@servicios.itesm.mx



Culture and Identity

Javier Espadas

isummeraero@servicios.itesm.mx



Aeronautic Industry

Claudia Ugalde

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Global Business

Gabriela Parada

isummer@itesm.mx



Music, Memory and Identity

César Garza



Insights to love Mexico



Disaster Risk Reduction & Sustainable
Development

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CSC