

ITINERANT

• INNOVATIVE

• INTERNATIONAL

• INCREDIBLE



WINTER
M X

WINTER PROGRAMS

2020 >>>>>>>>

ONE COUNTRY, MULTIPLE CITIES

- Chihuahua • Guadalajara • Leon • Mexico City •
- Mexico State • Monterrey • Puebla • Queretaro •



i Winter Mx programs are designed for international students who love traveling and learning about new cultures.

PROGRAMS

1. Disaster risk reduction & 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 disaster prevention and recovery and its impact on local development

Courses:

RI1012 Introduction to International Cooperation (Taught in English)
 RI20135 International cooperation Project I: Disaster Risk Reduction and Sustainable Development (Taught in English)

Cities:

Mexico City, Puebla and Chiapas

Schedule:

WEEK 1: January 6th - 10th Mexico City at Santa Fe
 WEEK 2: January 13th - 17th Campus Puebla
 WEEK 3 and 4: January 20th - 31st Campus Chiapas

<http://sitios.itesm.mx/vi/StudyinMexico/WINTER/2020/Disaster.pdf>



2. Insights to love Mexico

This **iWinter Mx** program will develop and advance the student's disciplinary competencies by applying their marketing and consumer behavior knowledge and skills to the field, working with existent enterprises. Students will be challenged to resolve real society and touristic problems, making use of all the knowledge acquired and putting their personal and professional skills at work.

Courses:

MT1003 Marketing and Creativity (Taught in English)
 MT2006 Consumer Behavior (Taught in English)

Cities:

Mexico City, Puebla, Queretaro and Guadalajara

Schedule:

WEEK 1: January 6th - 10th Mexico City at Santa Fe
 WEEK 2: January 13th - 17th Campus Puebla
 WEEK 3: January 20th - 24th Campus Queretaro
 WEEK 4: January 27th - 31st Campus Guadalajara

<http://sitios.itesm.mx/vi/StudyinMexico/WINTER/2020/Insights.pdf>



3. Culture and identity

In this program students will have the opportunity to take two different courses developing 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).

Courses:

Identity and Culture (Taught in English)
 Basic Spanish as a Foreign Language (Option 1)
 Intercultural Communication (Taught in English) (Option 2)

Cities:

Mexico City, Puebla, Queretaro and Guadalajara

Schedule:

WEEK 1: January 6th - 10th Mexico City at Santa Fe
 WEEK 2: January 13th - 17th Campus Puebla
 WEEK 3: January 20th - 24th Campus Queretaro
 WEEK 4: January 27th - 31st Campus Guadalajara

<http://sitios.itesm.mx/vi/StudyinMexico/WINTER/2020/Culture.pdf>



4. Global business

During the 4 week 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.

Courses: NI1001 Enterprise, Culture and Business in The World (Taught in English)
NI2006 Doing Business in Mexico (Taught in English)

Cities: Mexico City, Queretaro, Leon and Monterrey

Schedule: WEEK 1: January 6th - 10th Mexico City at Santa Fe
WEEK 2: January 13th - 17th Campus Queretaro
WEEK 3: January 20th - 24th Campus Leon
WEEK 4: January 27th - 31st Campus Monterrey

<http://sitios.itesm.mx/vi/StudyinMexico/WINTER/2020/Business.pdf>

5. Aeronautic industry

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.

Courses: M2004 Aeronautics Fundamentals (Taught in English)
M3041 Aeronautical Engineering Project I (Taught in English)

Cities: Queretaro, Chihuahua and Mexico City

Schedule: WEEK 1: January 6th - 10th Campus Queretaro
WEEK 2: January 13th - 17th Campus Chihuahua
WEEK 3: January 20th - 24th Campus State of Mexico
WEEK 4: January 27th - 31st Campus Queretaro

<http://sitios.itesm.mx/vi/StudyinMexico/WINTER/2020/Aeronautics.pdf>

6. Music, memory & identity

Students participating in this program will have the opportunity to discuss the conceptual dichotomy between academic and popular music as well as analyze aspects about memory, space and music. Also students will participate in lectures and workshops that will cover topics ranging from film music to migration phenomena reflected on music genres.

Courses: H3041 Music and Society (Taught in English)
H3029 Overview of the Arts and Popular Cultures (Taught in English)

Cities: Mexico City, Puebla and Monterrey

Schedule: WEEK 1: January 6th - 10th Mexico City Campus
WEEK 2: January 13th - 17th Campus Puebla
WEEK 3 and 4: January 20th - 31st Campus Monterrey

<http://sitios.itesm.mx/vi/StudyinMexico/WINTER/2020/Music.pdf>



Through the **i Winter Mx** programs, students will be embarked on a Tec 21 model journey, an ambitious university wide program to rethink education. **i Winter Mx** will allow flexibility as to how, when and where learning happens through:



Visits to organizations



Conferences with experts



Workshops



Trips

COURSES

Students will learn and advance their skills taking two courses:

Credits per class	3 Credits	5 ECTS	8 Tec Units
Credit load	6 Credits (two courses)	10 ECTS	16 Tec Units

TUITION AND FEES

\$3600 USD

for independent student

\$1600 USD

for exchange students nominated by partner institution

These programs include:

- Housing.
- Transportation for all activities in the program and between cities.
- Breakfast 6 days per week.
- Tickets for all places and events in the program.
- Project and academic materials.*
- Student Kit.

* This applies only to the following programs:

Disaster Risk Reduction & Sustainable Development, Aeronautic Industry and Music, Memory & Identity

APPLICATION DEADLINE

**November 22th
2019**

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for more information:

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Tecnológico
de Monterrey