

## International Office

### Study Abroad

#### Course Registration Form Summer Program in Mexico 2012 Session I

Choose two of the following courses. Please ask your Academic Advisor to assist you in selecting the most appropriate courses for you, using the course description chart for this purpose. Classes are offered in one time block as indicated on the chart. Take this into consideration to avoid overlapping courses. Two courses will be offered in Spanish, (Arte Local, Pintura y Escultura and Mercados de América Latina).

*\*Courses may be subject to change without previous notification*

School	Course	Name	Credits	Choose Course
<b>Business Administration</b>	NI-340	Cross Cultural Management	3	
	NI-390	International Marketing	3	
	NI-496	Mercados de América Latina (taught in Spanish)	3	
<p>*Course offered only from 18:00-20:30 Monday to Thursday            *Course offered only from 9:00-11:30 Monday to Thursday            *Course offered only from 12:00-2:30 Monday to Thursday</p>				
<b>Arts and Humanities</b>	AP-252	Pintura de Representación (taught in Spanish)	3	
<p>* Course offered only from 11:00-13:00 Monday, Wednesday and Friday</p>				
<b>Social Sciences</b>	AN-283	Ethnology (Mexican Culture)	3	
<p>*Course offered only at 16:00-18:30 Monday-Thursday.</p>				

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Student's name and signature

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Spanish Advisor's name and signature

## Course description chart

Escuela	Clave	Nombre del curso	Descripción
Business Administration	NI-340	Cross Cultural Management	<b>General objective:</b> This course gives the student the basic concepts to identify the main cultural differences among the different blocks (groups) of countries, with the objective that he/she is able to develop management strategies in different environments. Also, that he/she has a general perspective of the globalization trends and their impact in the management processes of the organizations.
Business Administration	NI-390	International Marketing	<b>General objective:</b> This course centers upon the principal decisions marketing management encounters with respect to operations in a global context. In addition to strategies related to the 4 Ps, the course includes other areas of decision-making such as evaluation of the attractiveness of foreign markets, the pros and cons of adaptation and globalization and strategy formulation. The course covers the environmental areas that affect marketing decisions around the globe. There is a strong emphasis upon activities related to exportation.
Negocios	NI-496	Mercados de América Latina	<b>Objetivo general:</b> The emerging markets of Latin America are receiving more and more attention from the multinational and global enterprises due to their great potential for growth and development. This phenomenon is especially important today for companies, located in industrialized nations, which face saturated markets and diminishing growth potential. These companies are faced with the challenge of penetrating new markets in order to achieve market growth and maintain a strong global competitive position.
Artes y Humanidades	AP-252	Pintura de Representación	<b>Objetivo general:</b> Desarrollar el conocimiento intuitivo del arte al experimentar con los materiales de la pintura y sus formatos básicos. Asimismo se desarrollarán las habilidades visuales y psicomotoras a través de actividades lúdicas y de manera espontánea y libre.
Social Sciences	AN-283	Ethnology (Mexican Culture)	<b>General objective:</b> In this course students will review the historical development of Mexico's indigenous populations from the Colonial Period to the twentieth century. Students will analyze the insertion of indigenous groups into Spanish Colonial policies, as well as the social experiments implemented in Mexico during the Borbonic Reforms and Independence.

*\*Courses may be subject to change without previous notification.*

## Course Registration Form Summer Program in Mexico 2012 Session II

Choose two of the following courses. Please ask your Academic Advisor to assist you in selecting the most appropriate courses for you, using the course description chart for this purpose. Classes are offered in one time block as indicated on the chart. Take this into consideration to avoid overlapping courses. One course will be offered in

School	Course	Name	Credits	Choose Course
Business Administration	NI-340	Cross Cultural Management	3	
Social Sciences	AN-283	Ethnology ( <b>Mexican Culture</b> )	3	
Arts and Humanities	AP-252	Pintura de Representación (taught in Spanish)	3	
Study Abroad A 3- Module Business Course	LC326	Mexico: History and Civilization Economics and Financial Factors in Mexico Business in Mexico	3	

\*Course offered only from 18:00-20:30 Monday to Thursday

\*Course offered only at 16:00 hrs. on Wednesday

\* Course offered only from 11:00-13:00 Monday, Wednesday, Friday

\* Course offered only from 09:00-13:30 Monday to Thursday

Spanish, (Arte Local, Pintura y Escultura).

*\*Courses may be subject to change without previous notification.*

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Student's name and signature

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Spanish Advisor's name and signature

Escuela	Clave	Nombre del curso	Descripción
Business Administration	NI-340	Cross Cultural Management	<b>General objective:</b> This course gives the student the basic concepts to identify the main cultural differences among the different blocks (groups) of countries, with the objective that he/she is able to develop management strategies in different environments. Also, that he/she has a general perspective of the globalization trends and their impact in the management processes of the organizations.

## Course description chart

Social Sciences	AN-283	Ethnology (Mexican Culture)	<b>General objective:</b> In this course students will review the historical development of Mexico's indigenous populations from the Colonial Period to the twentieth century. Students will analyze the insertion of indigenous groups into Spanish Colonial policies, as well as the social experiments implemented in Mexico during the Borbonic Reforms and Independence.
Artes y Humanidades	AP-252	Pintura de Representación	<b>Objetivo general:</b> Desarrollar el conocimiento intuitivo del arte al experimentar con los materiales de la pintura y sus formatos básicos. Asimismo se desarrollarán las habilidades visuales y psicomotoras a través de actividades lúdicas y de manera espontánea y libre.
A 3- Module Business Course	LC326	<ul style="list-style-type: none"> <li>• Mexico: History and Civilization</li> <li>• Economics and Financial Factors in Mexico</li> <li>• Business in Mexico</li> </ul>	<b>General Objective:</b> The objective of the program is to develop the participants' professional skills so they have the concepts and understanding how Mexico's business world operates. The program provides participants with practical knowledge of how businesses are run in Mexico on both, national and international scale. Students learn about NAFTA, from its conception to the present, and how it has affected Mexico's economy and current trade practices. Alongside, there is a general overview of the European Community from the Mexican perspective. This summer program offers participants the opportunity to expand both their linguistic and professional abilities and their cultural experience while living in the heart of Mexico.

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