Doing Business in Mexico
Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) Campus Querétaro, Mexico

March 22-29, 2009

Program Description: The objective of the program is to provide students with a conceptual understanding of doing business globally by using Mexico as an example. Emphasis will be placed on how US businesses operate in central Mexico and in particular what it means to be a US citizen working abroad. Students also gain an improved understanding of Mexican culture.

The program combines company visits, university lectures, and guest speakers from industry along with cultural sightseeing. All classes and presentations are given in English. Knowledge of Spanish is not necessary to participate in this program.

Eligibility: All CoB/UC students who have completed MKTG280, INTB380, OM380, and MGMT380 before spring quarter 09. Applicants must be in good academic standing.

Course Credit: 22 INTB 513 801 Study Abroad Mexico 4 credits
Students are required to research and share information about Mexico before departure. Upon their return to UC, they write a research paper and receive credit for a IB elective.

Living Accommodations: Students live with host families, who are located within easy commuting distance to the university. Families provide two meals a day, linens and laundry service. Living with families provides an opportunity to learn Mexican customs and to be fully immersed in a society rich in family values.

Transportation: The group flies from Cincinnati directly to Querétaro if seats are available. If not, the group flies to Mexico City and takes the bus to Queretaro.

Travel Documents: 1) Passport - Download the passport application from www.travel.state.gov . (Allow 6-8 weeks for delivery.)
2) International Student ID: $22 available from UC International, 3134 One Edwards.

Program Highlights have included:
Company Visits: P&G, Colgate Palmolive, Bombardier, Beechmold plastics, Kelloggs
Guest Lectures on: Economic History and Perspectives for Mexico, Marketing in Mexico, Financial Markets, and Perspectives of free trade after 16 years of NAFTA.
Cultural field trip: Guanajuato is an historic silver-mining town with cobblestone streets and colonial architecture. World-famous painter Diego Rivera began Mexico's revolutionary art movement in this town.

Application Deadline: November 7, 2008. Download application at www.business.uc.edu/global/forms

Estimated Total out-of-pocket expenses: Costs subject to change.

Program fee (includes room & board with a host family)	$450
Airfare	$600
Passport	$100
International Student ID	$22
Lunches at your own expense	@$100
TOTAL	**$1272**

Grants: All students may apply for grants ranging from $200 to $700 from UC International (deadline January 15), unless they were the recipient of another UC International grant in the previous 12 months or graduate at the end of the study abroad program. Students pay $600 towards the round-trip airfare: CoB covers the balance.

Note: UC tuition will be added to either winter or spring quarter.

Background on Queretaro: Querétaro is located in the center of Mexico about 125 miles north of Mexico City. Historically, Querétaro played an important role in Mexico's independence and its lovely colonial center has been preserved. In 1998, UNESCO named the Historic Monuments Zone as one of its World Heritage sites. At the same time, the municipality is a modern industrial center, home to more than 500 industrial companies. With four major industrial parks around the city, the area continues to grow and prosper. Queretaro is also located near important archeological centers, such as Tula, Teotihuacan, and Ranas. Queretaro is considered one of the cleanest and safest cities in Mexico and visitors enjoy its temperate climate year around.

For more information about Queretaro, go to: http://www.venaqueretaro.com

For more information contact: ***www.business.uc.edu/global***
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