



CUERNAVACA INTERNATIONAL SUMMER SCHOOL 2012

May 29 – July 4, 2012



CULTURA EMPRENDEDORA

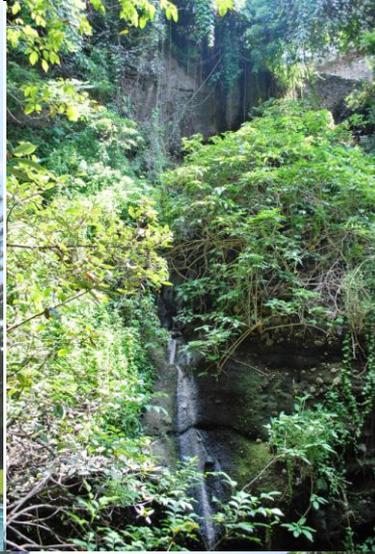


**TECNOLÓGICO
DE MONTERREY.**

Cuernavaca, The City of Eternal Spring

Cuernavaca is the capital and the largest city of the state of Morelos.

The city was nicknamed the "*City of Eternal Spring*" by *Alexander Von Humboldt* in the 19th century. It has long been a favorite escape for Mexico City and foreign visitors because of its warm, stable climate and abundant vegetation. *Aztec Emperors* had summer residences here, and even today many famous people as well as Mexico City residents maintain homes here. Cuernavaca is also host to a large foreign resident population, including *large numbers of students who come to study the Spanish language*.



Campus Cuernavaca International

Located in the City of Eternal Spring which has an almost constant temperature of 70sF°.

It is at an hour drive from Mexico City and at a three hour drive from the beautiful beaches of Acapulco.

Well known for its multicultural environment.

Personal approach to education and services.

Great tradition in teaching Spanish as a Second Language combined with a specific field project.

2008 PCI Design Award for Best University Facility.



Program Objective

The Cuernavaca International Summer Program is an exciting six- week program for international participants and Campus Cuernavaca students. The program is designed to offer participants the opportunity to experience cultural enrichment through special lectures, group projects, field trips, and cultural activities.

*For international participants, this program will be a chance to not only learn Spanish language and gain hands-on experience with Mexican culture, but also **earn up to six academic credits**. The courses have been designed to offer participants the chance to explore Mexico focusing on their particular interests and form valuable relationships with other students who share similar passions.*

Program Schedule Term 1

Schedule	Date
Early Application Deadline	February 28
Regular Application Deadline	March 30
Booking Deadline for Excursions	April 18
Payment Deadline	April 29
Official Arrival Date	May 22
Mandatory Orientation Session	May 23– May 25
Program Period	May 29– June 29
Farewell Party	June 28
Final Exams	July 2– July 4

** Please note that the above schedule is subject to possible changes.*

Program Schedule Term 2

Schedule	Date
Early Application Deadline	February 28
Regular Application Deadline	March 30
Booking Deadline for Excursions	April 18
Payment Deadline	April 29
Official Arrival Date	June 26
Mandatory Orientation Session	June 27 to 29
Program Period	July 2 through 27
Farewell Party	June 27
Final Exams	July 30 - 31

** Please note that the above schedule is subject to possible changes.*

Diploma Courses

Diploma Course in Teaching Spanish as a Second Language

Program Structure:

H3011 Teaching Spanish in Multicultural Environments

HI3018 Advanced Translation (taught by Dr. Mariela Gutierrez, a guest lecturer from the University of Waterloo, Canada)

Teacher's assistant practicum or Remedial courses tutoring is offered upon prior request.

Diploma Courses

Diploma Course in Culture and Development of Mexico

Program Structure:

H3019 Mexican Culture and Thought

RI2021 Poverty and Development in Mexico

Short-term volunteering project in a local community is available upon a prior request.

Diploma Courses

Diploma Course in Spanish for Business

Program Structure:

HI2014 Spanish for Business

NI 2007 Doing Business in Mexico

A visit to a local company is available upon request.

Regular Course Offering

Spanish Department

HI1006	Spanish for Business
HI1004	Basic Spanish
HI1006	Basic Spanish II
HI2015	Spanish intermediate I
HI2016	Spanish Intermediate II
HI3010	Advanced Spanish
HI3011	Advanced Spanish II
HI3005	Spanish Grammar and syntax as a foreign language
HI1003	Communications skills I
HI2013	Communications skills II
HI3013	Communications skills III
HI2022	Phonetics and Pronunciation (Avanzado)
HI2012	Intermediate Composition
HI3012	Advanced Composition

Regular Course Offering

Business Department

International Business Area

NI3025	Doing Business in the global market (in English)
NI2001	International Negotiations (in English)
NI2002	Enterprises and Bussiness in the World
NI2003	Legal Framework of International Business
NI2005	Doing Business in Mexico (in English)
NI2006	Mexican Bussiness Managment (in English)
NI2007	Negotiation Strategies in Mexico
NI3007	Mexico's International Trade Agreement
NI3015	International Logistics

Regular Course Offering

Business Department

Finance Area

FZ1000	Financial Mathematics
FZ2000	Financial Management
FZ2001	Stock Market
FZ2002	Financial Institutions
FZ2004	Project Evaluation and Firm Valuation
FZ2005	Financing Sources
FZ3005	International Finance

Regular Course Offering

Business Department

Marketing Area

MT1001	Marketing
MT2007	Marketing Research
MT2008	Marketing Services
MT2009	Marketing between Bussiness
MT3010	Marketing and Technology
MT3011	Creation and Art for Marketing Communication
MT3012	Sales Promotion
MT3014	Planning and Marketing Direction Semminar

Regular Course Offering

Business Department

Managerial Area

AD1000	Management
AD2000	Administrative Planning Systems
AD2005	Human Resources Management in Organizations
AD3000	Family Business and Corporate Succession
AD3003	Strategic Management Seminar
CC2001	Social Psychology
CC1006	Learning and Cognitive Development

Regular Course Offering

Business Department

Accounting Area

CF1000	Financial Information
CF1003	Management Accounting
CF1004	Analysis of Financial Information
CF1005	Cost Analysis
CF2003	Management Control Systems

Economy Area

EC1000	Macroeconomy
EC1001	Economy
EC1002	Microeconomy
EC2001	International Financial Economics
EC2005	International Economy
EC2006	International Economic Policy
EM3004	Training for the Development of Entrepreneurial Leadership

Regular Course Offering

Humanities Department

H2028	Mexican Culture
RI2012	Regional Scenario of Latin America and the Caribbean
RI2019	Cultural and Social History of Latin America
RI1007	Latin American Political System (in English)
RI2008	History of México
RI2021	Poverty and Development in Mexico (in English)
H3019	Mexican Culture and Thought (in English)

Art and Design Department

AR2014	Art and Architecture of Mexico
H2023	Latin American Art History

Organized Cultural Activities

Cortes Palace, was built on the ruins of a Tlahuica palace called Tlatlocalacalli, at first served as the residence of Hernán Cortés; now it is the Regional museum of Cuernavaca called “Museum Cuauhnahuac” and contains the largest collection of furniture, pictures, murals, archaeological pieces and paintings closely related with Cuernavaca and state of Morelos history.

Robert Brady Museum, contains a unique collection of more than 1300 pieces of furniture, prehispanic figures and paintings from all over the world. The collections were gathered by Robert Brady who was born in Iowa and during his life he travelled tirelessly to increase its collection, which includes important works by Rufino Tamayo, Frida Kahlo, Miguel Covarrubias, Maurice Prendergast, Marsden Hartley and Graham Sutherland.

Municipal Market, experience the colourful and the cultural richness of Cuernavaca’s main market.

The town of Tepoztlan (also named a Magic Town or a Place of Abundant Copper), a popular tourist destination near Cuernavaca. The town is famous for the nearby Tepozteco mountain, as well as for the exotic ice cream flavors prepared by the townspeople. The Tepozteco mountain has been a ceremonial centre for many centuries and it features an extraordinary pyramid at the top. Most recently Tepoztlan has become a centre of the New Age movement and has attracted many artists to live here.

**Each participant must pay for his/her transportation and museum entrances.*

Family Homestay

- In Cuernavaca the students will stay with Mexican Host Families who have been carefully evaluated and selected and comply with our Housing Policy. The students become part of the Mexican family they stay with and are encouraged to speak Spanish due to our *SPANISH ONLY POLICY*.
- Families will provide 3 meals a day (breakfast, lunch, and ligh dinner). Two Harvard students will be placed with the same family and will be sharing a room.
- In the community the students will stay in shared rooms at the ecological cabins. Community members will provide 3 meals a day.



Program cost - \$1,800 USD

The program includes:

- *A full load of 6 academic US credits (96 hours of instruction),*
- *Airport pick-up (airport drop off is offered upon request and at additional cost),*
- *Shuttle bus from and to the campus facilities,*
- *A non-refundable registration fee,*
- *Welcome and closing receptions,*
- *Family Homestay in a double room with 3 meals daily Monday through Saturday,*
- *Materials for the Spanish language course, special lectures,*
- *Medical assistance available for minor needs,*
- *Free access to the campus' facilities,*
- *Wireless internet connection.*

***The costs of the excursions are not included in the program cost.**

*** All participants must buy an international medical insurance from:**

www.intercambioseguro.com/ingles

Excursion Package (optional)

Mexico City and Pyramids of Teotihuacan (2 days, 1 night)	\$190 USD*
Oaxaca (2 days, 1 night)	\$280 USD*
Ixtapa (3 days, 2 nights)	\$245 USD*
Taxco (one day excursion)	\$ 90 USD*

The excursions costs are additional to the program cost and include:

- 1. Bus transportation*
- 2. Guide*
- 3. Hotel accommodation (for 2 or 3 day excursions)*
- 4. Entrances*
- 5. Tips*
- 6. A staff person from the International Programs Office accompanying the group*

•At least 20 participants are required to have an excursion organized.

•All participants who are interested in going on the excursions must book and pay prior to their arrival.

Payment Information

The payment should be made through a wire transfer to the following bank account:

BANK: Wells Fargo Bank N.A.

BENEFICIARY: ITESM

ACCOUNT NUMBER: 83260102401128905

ABA: 121-000-248

SWIFT CODE: WFBIUS6S

ADDRESS: Wells Fargo Bank N.A.

Attn. Int'l Business Banking

1100 Matamoros St.

Laredo, TX 78040-5005

ZIP CODE: 78040-5005

**Send a scanned copy of the bank slip to the ITESM as soon as the payment has been made.*

Refund Policy

In the case of withdrawal, students may obtain a refund based on the following regulations:

- The application fee is non-refundable (\$100 USD).***
- The housing deposit is also non-refundable (\$250 USD).***
- A full refund of additional fees will be granted, if requested by April 29, 2012.***
- No refund is allowed after April 29, 2012.***
- A written withdrawal request must be submitted in order to receive a refund.***

How to Apply?

I. Preliminary Steps

1. Nomination from your home university to ITESM Cuernavaca International Summer School 2011.

II. Online Application

2. Mandatory online application, confirmation and registration process to be completed by March 31st, 2011. The online application is available at the link listed below:

http://www.itesm.mx/va/formacionintegral/internacionalizacion/1_2.html

III. Paper Documents to send to ITESM Campus Cuernavaca

1. ITESM original application form (download it from www.cva.itesm.mx/internationals).
2. One legible copy of your current passport (only a copy of the page with the photograph is required).
3. Two passport-size photos.
4. Recent transcript.
5. A scanned copy of the bank slip of the wire transfer.
6. A copy of the mandatory International Major Medical Expenses insurance policy.
To buy the insurance refer to : www.intercambioseguro.com/ingles

Contact Us

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International Programs Coordinator:

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Family Homestay Program Coordinator:

Orquidea Alvarez

[*Orquidea.alvarez@itesm.mx*](mailto:Orquidea.alvarez@itesm.mx)



Places around Cuernavaca



Tepoztlan- a place of abundant copper, (35 min)



The Lake of Tequesquitengo (1 hour)



El Rollo(1 hour) the largest water park in Latin America



RENDED DE MONTERREY

Zempoala Lagoons (1 hour)



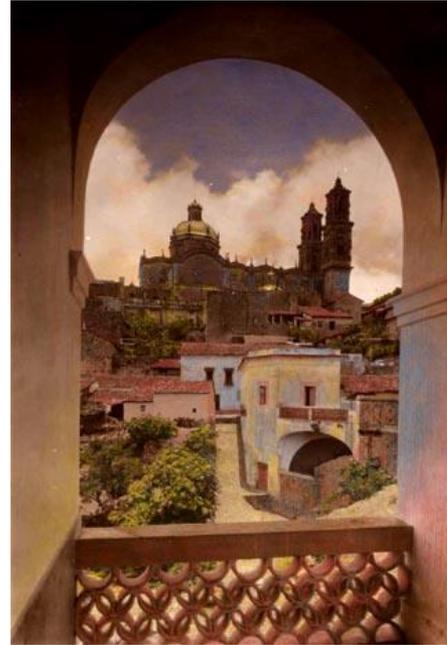
The Hacienda of Cocoyoc-45 min



Taxco



*Mexico's
Silver Capital*

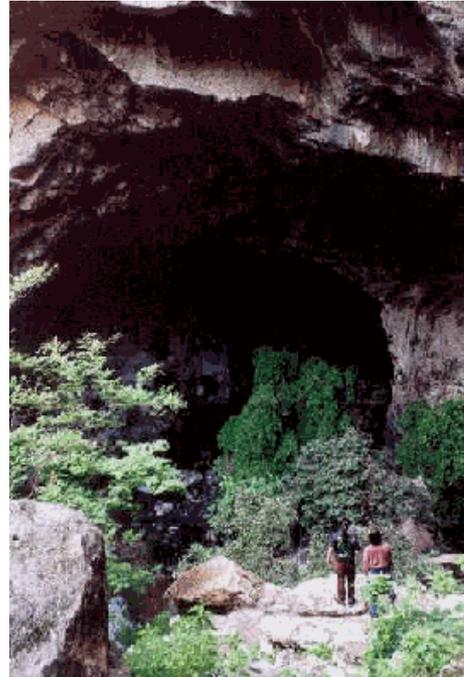


1.30 hr. drive



CULT

Cacahuamilpa Caves (1.20 hrs.)



Las Estacas water park (1.20 hrs.)



The Pyramids of Xochicalco (1 hr.)



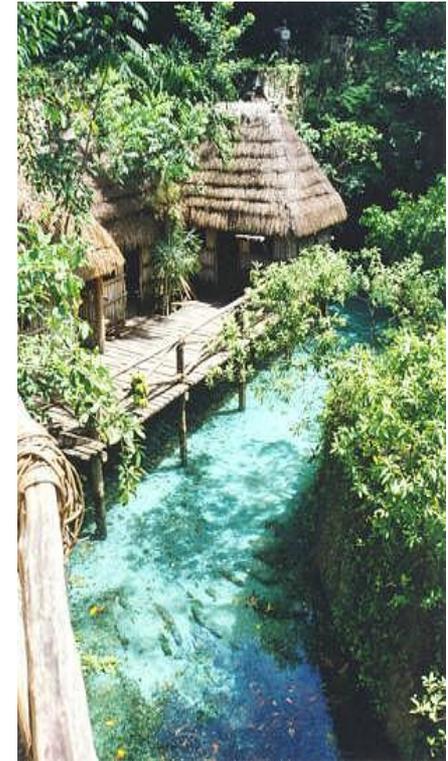
Mexican Beaches



Cancun



Xcaret (Cancun-Riviera Maya)



Tulum (Riviera Maya)



TULUM MEXICO



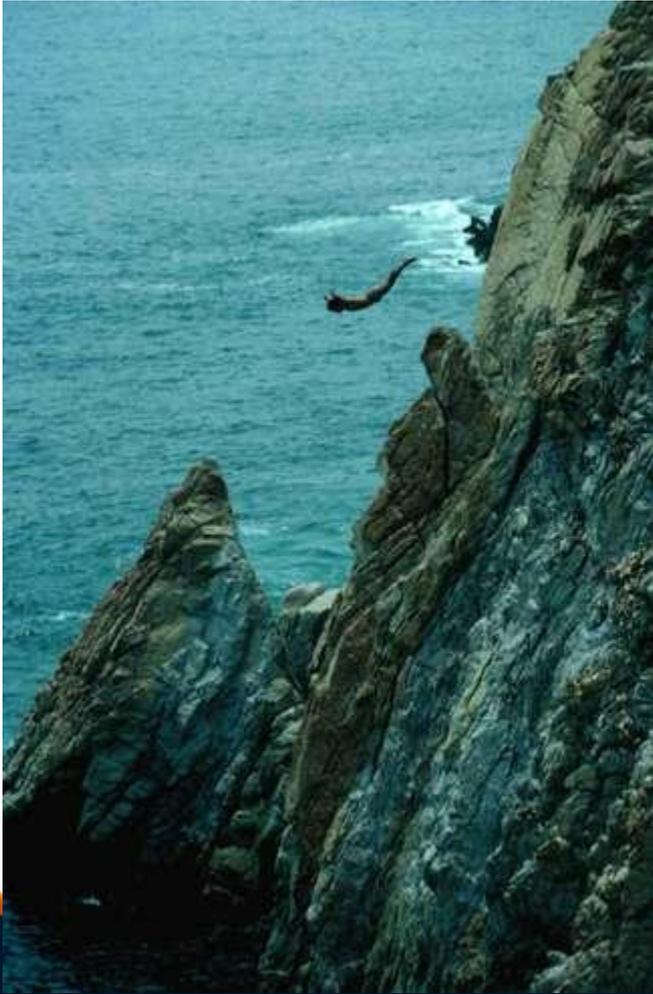
Playa Del Carmen (Riviera Maya)



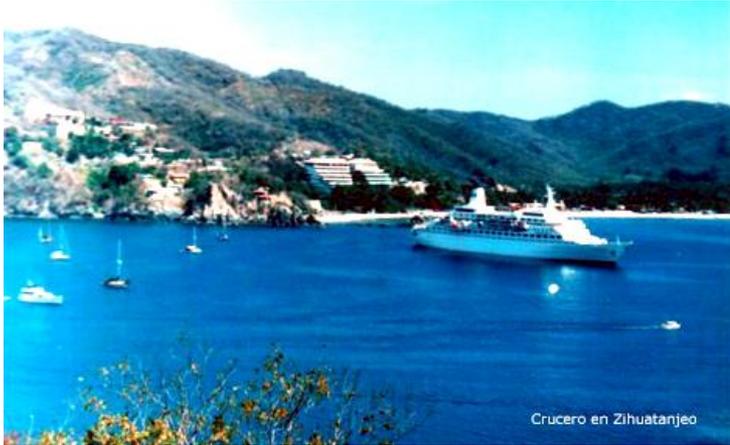
Isla Mujeres (Riviera Maya)



Acapulco



Puerto Escondido



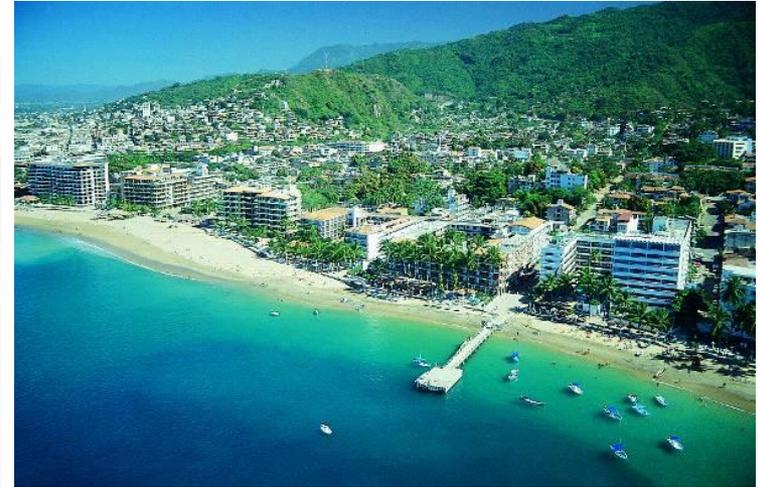
Los Cabos



RA

Puerto Vallarta

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CULTURA





Huatulco



Cascada Copaliltilla



San Agustín