

International Business Opportunities & Marketing Insight to Develop Strategies

Mexico City – Puebla - Querétaro – Monterrey

Course Description:

The iSummer Global Business experience exposes students to a variety of learning opportunities about international business curriculum in and out of the classroom. The program aims to inspire students to explore various facets of international business concepts, theories, and practice through in and out class activities that are going to be provided by Tecnológico de Monterrey.

To achieve this:

- Students will be provided opportunities to interact with local firms that have global orientation and/or an Innovation Hub entrepreneur(s) who started a successful international venture.
- Students will be able to discuss international business theories with TEC faculty while interacting with students from diverse backgrounds.
- Students will be asked to present a project which will fuse in and outside of the class learning into a hands-on learning opportunity.

Description of the Course Requirement and Methodology:

Students are required to attend all cohort meeting sessions, classes, and all scheduled team activities throughout the program.

1. **“MT1001B. Marketing Insight to Develop Strategies”** classes worth 3 TEC credits (5 ECTS) are going to be provided by faculty members at a designated campus.
2. **“NI1002B. International Business Opportunities”** classes worth 3 TEC credits (5 ECTS) are going to be taught by the coordinator of the program that will travel with the group.
3. Students will work on different components of the project throughout the whole program. Students are expected to analyze the Mexican environment to develop an international business plan for a product or service from their home country.

COURSE LEARNER OUTCOMES

Students will be able to:

1. Gain insight into the world of international business and commerce.
2. Gain insights into local firms and International Business Theories.
3. Gain insights into culture in Mexico.
4. Gain insight into Emerging Markets.
5. Gain insights into global resources, geography, and cultures in the context of international business.

Course Conduct and Standards:

- Active involvement in the learning process is a must.
- Students should attend all the designated activities.
- Students should diligently work, discuss, and present the final project.
- Students should be prepared to conduct research and interviews to enrich designated assignment

Assignment:

There will be one major assignment divided into parts for each campus. It is expected that all the students will integrate these parts at the end of the program and present a paper to the professors in the last week of the program.

Technology Usage Protocol:

Please turn off all cell phones and other communication devices during the meetings and the designated events you attend.

Make-up Meetings/Events:

In the case of a meeting/event cancellation happens for any unforeseen reason, a make-up meeting will be scheduled or replaced with a related event.

iSummer Course Technologies:

- Canvas
- Microsoft Office Programs
- Online Databases
- Laptop

Attendance Policy:

Attendance is required in all courses. Excessive absences may result in failure or dismissal. More than two absences are considered excessive. Each student is responsible for all assignments and class work regardless of attendance requirements. In case you may have a problem or a question during the program, feel free to reach your professors.

Your physical presence should be complimented by your intellectual presence. Active, non-trivial, meaningful, and positive contributions to class discussions will lead to high participation grades.

Exams:

Each week, students are going to be asked to take an exam.

Grading Policy:

Your grade is based on the successful completion of required exams, presentations, attendance and active participation in the discussions and events. Missing any class and/or event will have a negative impact on a student's grade. The degree of this impact will be assessed on a case-by-case basis.

Please be mindful that to obtain an official transcript from Tecnológico de Monterrey and receive a “certificate of completion”, you need to meet aforementioned criteria.

50%	Final Project Research Report(s)-Presentation
40%	Weekly Exams
10%	Attendance & Active Participation

POINTS	DESCRIPTION
94 – 100	Work of distinctive quality. Shows superior grasp of course material and initiative on the part of the student.
90 – 93	
87 – 89	Work of above average or superior quality, but less than outstanding .
83 – 86	
80 – 82	
77 – 79	Work of acceptance quality but without distinction. Meets stated requirements
73 – 76	
70 – 72	
65 – 69	Work of less than average quality but meets minimum requirements .
60 – 64	
<60	Fails to meet minimum requirements.

Academic Dishonesty Policy:

Tecnológico de Monterrey requires all students to adhere to high standards of integrity in their academic work. Academic dishonesty in any form will not be tolerated by the university and faculty. Students involved in such activities are subject to serious disciplinary action. This includes course failure and expulsion from the program.

Note:

Technological tools may be used to detect plagiarism or cheating at the instructor's discretion. It is the students' responsibility to understand what constitutes plagiarism (defined below), guidelines for proper citation, and that ignorance of plagiarism does not and will not constitute an excuse for such behavior.

It is the responsibility of the student to:

- Review the following document, courtesy of turnitin.com and research resources: http://www.plagiarism.org/resources/documentation/plagiarism/learning/complete_resources.doc
- Use www.plagiarism.org as a resource throughout the term
- Contact prof. Alejandra Noriega with any questions or concerns: manorieg@tec.mx

Definitions of Academic Dishonesty:

1. Cheating
 - a) The unauthorized use of notes, textbooks, oral, visual or electronic communication, or other aids during an exam, quiz, or other related course assignment.
 - b) The copying of the work of another student during an exam, quiz, or course assignment.
2. Plagiarism
 - a) The use, whether by paraphrase or direct quotation, of the published or unpublished work of another without full and clear acknowledgement through proper citation format.
 - b) the submission of an assignment or parts of an assignment written by someone other than the student, including but not limited to, other students, commercial organizations, and electronic sources.
3. Misrepresentations
 - a) The substitution of another student/individual for completion of a course, or during the taking of a quiz, examination, or other assignment.
4. Unauthorized collaboration
 - a) The sharing of quiz/exam questions or answers with another student without the instructor's permission.
 - b) The copying of another student's papers, homework, or any assignment without the instructor's permission.
 - c) Group collaboration on individual assignments without the instructor's permission.
5. Alteration or fabrication of data
 - a) The submission of data not obtained by the student during research.
 - b) The deceitful alteration of data obtained by the student during research.
6. Duplication
 - a) The submission of the same or similar paper in more than one course without the expressed permission of the instructor.
7. Participation in or facilitation of dishonest academic activities
 - a) The stealing of quizzes or examinations.
 - b) The alteration of academic records, including grades.
 - c) The sabotaging of the work of another student.
 - d) The distribution of materials for the purpose of cheating.

- e) The alteration, forging, or misuse of university-related documents.
- f) The intentional reporting of a false violation of academic integrity.
- g) The offer of a bribe to any university member in exchange for special consideration or favors.
- h) The misuse of university resources, including library resources (print and electronic) and facilities, computer labs, university equipment and networks, etc.

This list is by no means comprehensive but is representative of any actions completed in the spirit of academic dishonesty for which the university's policy on Academic Integrity might apply. It is the student's responsibility to seek clarification from an instructor if the student has questions about what constitutes academic dishonesty.

Topics to be covered:

Meeting Week	Topics
<p style="text-align: center;">1</p> <p>Mexico City</p>	<p style="text-align: center;">International Business Opportunities</p> <ol style="list-style-type: none"> 1. Introduction 2. The forces driving globalization 3. The Cost of Globalization & The Benefit of Globalization 4. Fundamentals of International Trade <p style="text-align: center;">Marketing Insight to Develop Strategies</p> <ol style="list-style-type: none"> 1. Basic concepts of marketing. <ol style="list-style-type: none"> 1.1 Consumer focus. 1.2 Consumer satisfaction. 1.3 Concept of value. 1.4 Types of customers and their needs. 1.5 Consumer behavior 2. Market information sources <ol style="list-style-type: none"> 2.1 Qualitative data collection techniques (ethnography, focus group, in depth interviews, etc.).

<p style="font-size: 48pt; text-align: center;">2</p> <p style="text-align: center;">Puebla</p>	<p>International Business Opportunities</p> <ol style="list-style-type: none"> 1. Market Entry Strategies for International Markets <ol style="list-style-type: none"> a. Export b. Franchise. c. License. d. Foreign Direct Investment. e. Strategic Alliances. 2. Regional Integration 3. Cross-National Cooperation & Agreements <ul style="list-style-type: none"> • WTO • USMCA • Benefits & Costs • Major Regional Trading Groups <p>Marketing Insight to Develop Strategies</p> <ol style="list-style-type: none"> 1. Segmentation, targeting and positioning. <ol style="list-style-type: none"> 1.1 Segmentation methods & Target definition 1.2 Positioning Strategy <ol style="list-style-type: none"> 1.2.1 Positioning basis 1.2.3 Positioning statement 2. Branding Essentials
<p style="font-size: 48pt; text-align: center;">3</p> <p style="text-align: center;">Querétaro</p>	<p>International Business Opportunities</p> <ol style="list-style-type: none"> 1. PESTLE analysis <ol style="list-style-type: none"> a. Political dimension. b. Economic Dimension. c. Sociocultural dimension. d. Technological dimension. e. Legal dimension. f. Ecological Dimension. <p>Marketing Insight to Develop Strategies</p> <ol style="list-style-type: none"> 1. Marketing Mix <ul style="list-style-type: none"> • Product • Price • Distribution • Promotion
<p style="font-size: 48pt; text-align: center;">4</p> <p style="text-align: center;">Monterrey</p>	<p>International Business Opportunities</p> <ol style="list-style-type: none"> 1. The strategy of international business. <ol style="list-style-type: none"> 1.1 Sources of Competitive Advantage 1.2 Value creation 1.3 Generic Porter Strategies (Cost Leadership and Differentiation) 1.4 Porter's Value Chain

	<p align="center">Marketing Insight to Develop Strategies</p> <ol style="list-style-type: none"> 1. Marketing Research Process <ol style="list-style-type: none"> 1.1 Problem definition 1.2 Research plan development 1.3 Data collection 1.4 Data analysis 1.5 Results
<p align="center">5</p> <p>Monterrey – Mexico City</p>	<p align="center">International Business Opportunities Doing Business in Mexico</p> <ul style="list-style-type: none"> • Facilitated Final Project work sessions • Final Project Presentation

* Instructors reserve the right to make changes to the syllabus, when and if necessary, under emergency situations with the agreement of program directors.