

## SYLLABUS OF THE 2ND A.Y. MIEX PROGRAM IN MEXICO

### **I. COURSE: INTERNATIONAL ENTREPRENEURSHIP WORKSHOP**

#### **OBJECTIVE:**

*Theoretical - practical course, with characteristics of seminar - workshop, oriented to design projects based on economic studies, technical valuation and market for different businesses that permit to formulate and to evaluate projects for organizations, determining its viability.*

#### **COURSE DESCRIPTION:**

*Develop international business projects that through the international collaboration include the adaptability capacity and innovation, in order to face new scenarios.*

*This course is comprised by the next main topics:*

- I. IMPORTANCE OF THE INTERNATIONAL COLLABORATION*
- II. DEFINITION, ELEMENTS AND VARIABLES*
- III. ENVIRONMENT OF THE PROJECT*
- IV. COMPETITIVENESS OF THE PROJECT*
- V. FINANCIAL EVALUATION*

### **II. COURSE: LEGAL CONTEXT FOR INTERNATIONAL MEXICAN BUSINESS**

#### **OBJECTIVE:**

*Analyze each of the concepts stated in this section allowing the students to recognize all different issues that may arise in International legal relationships.*

*Recognize and relate international instruments created to resolve conflicts of laws in private international law and particularly those issued by regional and international agencies.*

*Analyze international contracts, the basis for its conclusion, content, effects; INCOTERMS 2010, the international commercial uses made by the United Nations Commission on International Trade Law and the principles of International Commercial Contracts of the International Institute for the Unification of Private Law.*

#### **COURSE DESCRIPTION:**

*This is a theoretical – practical course, with characteristics of seminar - workshop, oriented to value the legal feasibility of the international negotiation by analyzing and discussing the Mexican international law integrated by: the international contracts, the solution of controversies, the practices of the international trade protection, the copyright and the foreign investment.*

*This course is comprised by the next main topics:*

- I. INTERNATIONAL SALES UNDER THE CONVENTION ON CONTRACTS FOR THE INTERNATIONAL SALE OF GOODS*

- II. SUPPLY CONTRACT
- III. FINANCIAL LEASING
- IV. INSURANCE CONTRACT
- V. ECOLOGICAL LAW
- VI. PUBLIC FINANCE AND ECONOMIC LAW AS A TOOL FOR THE BALANCE OF THE ECONOMY AND DEVELOPMENT.
- VII. ECONOMIC AND INDUSTRIAL DEVELOPMENT LAW.
- VIII. INTERNATIONAL ECONOMIC LAW AND TREATIES

### **III. COURSE: FINANCIAL METHODS AND MODELS FOR DECISION MAKING**

#### **OBJECTIVE:**

*At the end of this course the student will be able to:*

- *Apply methods and models in order to elaborate, the analysis and interpretation of the main financial statements of businesses, considering the current environment of globalization and competitiveness.*
- *Carry out financial-operating diagnoses, by determining prominent financial indicators that establish the areas of improvement, tending to orientate the decision making regarding the business investment processes*

#### **COURSE DESCRIPTION:**

*This is a theoretical- practical course, with characteristics of seminar - workshop, oriented to the operating financial diagnosis for determining important financial indicators, in accordance to the needs of the business, that permit the application of financial methods and models for decision making on investment possibilities*

*This course is comprised by the next main topics:*

- I. ORGANIZATIONS AND STRATEGICS OF DECISION MAKING
- II. PROCESS OF FINANCIAL PLANNING
- III. SHORT TERM FINANCIAL DECISIONS
- IV. CASH BUDGET
- V. SHARE VALUE COMPARED WITH BOOK VALUE.
- VI. MODEL OF EDWARD I. ALTMAN
- VII. FINANCIAL FORECASTS
- VIII. RE-ENGINEERING OF PROCESSES.
- IX. RISK MANAGEMENT AS A COMPETITIVE ADVANTAGE.

### **IV. COURSE: NEGOTIATION AND BUSINESS PROMOTION IN AMERICA**

**OBJECTIVE:**

*Identify the characteristics and opportunities of international businesses analyzing the market, legal and financial aspects in North America, South and Central America, and the Caribbean to plan and develop a negotiation. Design international*

**COURSE DESCRIPTION:**

*This course is comprised by the next main topics:*

- I. SOCIO-CULTURAL PROFILE OF THE NORTHAMERICAN, SOUTH AND CENTRAL AMERICAN, AND CARIBBEAN MARKETS
- II. THE CURRENT ROLE OF AMERICA IN THE WORLD ECONOMIC SYSTEM.
- III. COMMERCIAL FRAMEWORK OF EACH ZONE: NORTHAMERICA, SOUTH AND CENTRAL AMERICA, THE CARIBBEAN
- IV. RELATIONSHIP OF MEXICO WITH THE COMMERCIAL ZONES OF AMERICA
- V. ELEMENTS FOR THE INTEGRATION OF A NEGOTIATION PROJECT IN A SPECIFIC COMMERCIAL ZONE

**V. COURSE: RESEARCH FOR ENTERPRISE SOLUTIONS**

**OBJECTIVE:**

*To teach students the methodology techniques for writing their graduate thesis related to the international business field.*

**COURSE DESCRIPTION:**

*This is a theoretical – practical course based on methodology technics orientated to develop the abilities and necessary competences to carry out a designed of research, related to the International Business field in a postgraduate level, and facilitating to the student the process of developing his/ her thesis to obtain the master´s degree.*

*This course is comprised by the next main topics:*

- I. INTRODUCTION TO RESEARCH METHODOLOGY
- II. THE RESEARCH PROCESS
- III. CASE STUDIES PRESENTATIONS AND LITERATURE REVIEWING
- IV. FORMULATING A RESEARCH PROBLEM, CONSTRUCTING HYPOTHESES, IDENTIFYING VARIABLES
- V. RESEARCH PROPOSAL REVIEW
- VI. THE RESEARCH DESIGNED
- VII. SELECTING A STUDY DESIGNED
- VIII. SELECTING A METHOD OF DATA COLLECTION
- IX. ESTABLISHING THE VALIDITY AND RELIABILITY OF A RESEARCH INSTRUMENT
- X. FINAL RESEARCH PROPOSAL PRESENTATION SESSION
- XI. FINAL REVIEW SESSION OF CONCEPT IN RESEARCH METHODOLOGY: STUDY GUIDELINES
- XII. FINAL RESEARCH PAPER AND PRESENTATION

## **VI. COURSE: ETHICS AND SOCIAL RESPONSIBILITY**

### **OBJECTIVE:**

*Solve cases in the organizations on the ethical responsibility that involves the performance, based on the analysis of philosophical foundations, the foundations of ethical judgments in business management and the behavior in the business.*

### **COURSE DESCRIPTION:**

*This is a theoretical course orientated to Distinguish the fields of social responsibility of business management that involves the performance of activities directives, on the basis of the analysis of philosophical underpinnings, scientific, technical and moral.*

*This course is comprised by the next main topics:*

- I. RESPONSIBILITY AND ETHICS*
- II. ETHICAL PRINCIPLES IN THE BUSINESS*
- III. LASALLIAN PHILOSOPHY*
- IV. CONCEPTUAL FRAMEWORK OF SOCIAL RESPONSIBILITY*
- V. SOCIAL RESPONSIBLE MANAGEMENT*
- VI. THE RESEARCH PROCESS*

## **VII. COURSE: BUSINESS INTERACTIONS**

### **OBJECTIVE:**

*To develop communication skills, understand business interactions and develop strategic thinking for negotiation and establishments of agreements.*

### **COURSE DESCRIPTION:**

*This course is comprised by the next main topics:*

- I. UNDERSTANDING BUSINESS INTERACTIONS*
- II. BUSINESS INTERACTIONS / COMMUNICATION EXERCISES*
- III. BUSINESS PRESENTATIONS*
- IV. IDEA GENERATION & CANVAS BUSINESS MODEL*
- V. ESTABLISHING BUSINESS CONTACTS*
- VI. HANDLING BUSINESS MEETINGS*
- VII. NEGOTIATION*