


INTERNATIONAL SUMMER SCHOOL



UNIVERSIDAD
PANAMERICANA®

The image shows a vibrant park scene on the left side of the page. There are several trees with green and yellow leaves, and a paved path with a decorative mosaic pattern. In the background, there are more trees and a building. The right side of the page is a light gray area containing text.

The ISS is designed so you can make the best out of your summer, having the perfect mix between academic and cultural experiences.

During this program you will have classes with prestigious national and international professors, having the opportunity to get a different perspective of current events. Regarding the cultural aspects, we have planned a variety of activities such as trips and visits for you to discover the best of **Mexico**.

About Guadalajara

Guadalajara is well known by its important cultural and economic development, it's the country's second largest city.

This amazing city, is the heart of the most representative Mexican traditions, such as: mariachi music, typical food, and our national drink: tequila. The unique location of Guadalajara provides many benefits, for instance one of the best climates in the world and opportunities to visit points of interest such as prehispanic cities and famous beaches.

About UP

In 1967, a group of academic and business people gathered to create an institution of the highest education standards: IPADE

IPADE became later the promoter of an undergraduate Business school called the IPH in 1968. In 1978, the IPH was elevated to the rank of university and took the name of Universidad Panamericana.

Since its foundation in 1981, Universidad Panamericana campus Guadalajara has been distinguished and situated among Mexico's best higher education institutions. Our university is committed to principles of morality and is open to all who wish to receive high quality education. UP Guadalajara has enrolled many international students from North America, South America and Europe.

COURSE SUMMARY

During the summer program you will be able to enroll up to two different courses, all of which are taught in English.

Every course will be offered from Monday to Thursday. We have prepared activities during the weekend to ensure you take advantage of your summer.

Our summer school is designed for undergraduate students currently studying their last semester, and Master students studying their first year.

Below you will find information regarding our 6 course options we have to offer:

SPANISH LANGUAGE

What you'll learn

a) The purpose of this course is to acquire Spanish knowledge (in grammar and vocabulary) for students to develop skills to speak, write and understand the language, engaging in classroom activities and online exercises.

b) Depending the Spanish placement test results, the students will be able to enroll the Basic, Intermediate or Advanced course.

INTERCULTURAL PERSPECTIVE

What you'll learn

This course is divided in 4 different modules (16 hours each one) in which you will be able to discover Mexico and its traditions. Furthermore, you will discuss the Entrepreneurship process in our country combined with the international Negotiations atmosphere with a full immersion in the Mexican culture.

- Module 1: History of Mexico
- Module 2: Entrepreneurship
- Module 3: International Negotiations
- Module 4: Intercultural Competence and Human Behavior

THEORY IN BUSINESS STRATEGY

What you'll learn

- a) To understand the importance of strategy and its applicability in every organization.
- b) Review the steps to develop strategic planning.
- c) Study the external and internal factors that affect corporations.
- d) Analyze different strategies for different types of businesses.
- e) Evaluate real business cases of well-known corporations.

About the assigned professor

Mtro. Luis Arturo Jiménez
Universidad Panamericana, México
MBA by IPADE Business School, majoring on Organizational Behavior and Business Policy.
Specialist on Anthropology and Ethics
Management courses from Harvard Business School.

MACROECONOMICS

What you'll learn:

- a) General functions of the economic system.
- b) Anticipating the bidirectional impact between the behavior pattern of the economic agents and environment in general.
- c) How companies can use economic theory with an emphasis on Macroeconomic Environment to improve the process of making everyday decisions involving Senior Management and Operational Planning.

About the assigned professor

Dr. Marcos Sanz Martín-Bustamante
Universidad Rey Juan Carlos de Madrid, España
Ph.D. in Economics, Universidad Rey Juan Carlos de Madrid
Master of Science London School of Economics and Political Science
Double Degree in Economics and Business

INVESTMENT PROJECT VALUATION AND INTRODUCTION TO COMPANY VALUATION

What you'll learn

- a) To evaluate the best tools for cash flow investment projections, evaluate its viability and present executive reports related with this projects.
- b) To apply the concept of fundamental valuation, in investment projects and in the general context of an Enterprise with multiple projects.
- c) To design investment projects and its financial valuation.

About the assigned professor

Dr. Ameeta Jaiswal-Dale
University of St. Thomas, USA
Ph.D. Science Economie, Gestion des Entreprises, Université de Rennes, France.
Maîtrise en Économétrie, Université de Rennes, France.
MA Economics, Osmania University, India.
President and Board Member of French American Chamber of Commerce
Best Paper Award for "US Financial Institutions: Reputational Risk and Senior Management Sell Decisions"

OPERATIONS RESEARCH

What you'll learn

- a) To analyze linear programming and networks optimization models.
- b) To develop logical-mathematical abilities to understand, evaluate and contribute ideas, for problem solving and interpretation in the working environment.

About the assigned professor

Dr. Omar Rojas Altamirano
Universidad Panamericana, México
Ph.D. in Mathematics, La Trobe University, Australia
B.S. in Mathematics, Universidad de Guadalajara
Projects with industry: VicRoads (Australia), HP, Technicolor, IIEG (México)

TIMETABLE

WEEK 1	MONDAY			TUESDAY			WEDNESDAY			THURSDAY			FRIDAY
7:00-8:00	C 1			C 1			C 1			C 1			Welcome Weekend
8:00-11:00		Spanish			Spanish			Spanish			Spanish		
11:00-15:00	C 2	C 3	C 4	C 2	C 3	C 4	C 2	C 3	C 4	C 2	C 3	C 4	
17:00-20:00	C 5			C 5			C 5			C 5			

WEEK 2	MONDAY			TUESDAY			WEDNESDAY			THURSDAY			FRIDAY
7:00-8:00	C 1			C 1			C 1			C 1			Discover Guadalajara
8:00-11:00		Spanish			Spanish			Spanish					
11:00-15:00	C 2	C 3	C 4	C 2	C 3	C 4	C 2	C 3	C 4	C 2	C 3	C 4	
17:00-20:00	C 5			C 5			C 5			C 5			

WEEK 3	MONDAY			TUESDAY			WEDNESDAY			THURSDAY			FRIDAY
7:00-8:00	C 1		C 1		C 1		C 1		Puerto Vallarta Trip				
8:00-11:00		Spanish		Spanish		Spanish							
11:00-15:00	C 2	C 3 C 4	C 2	C 3 C 4	C 2	C 3 C 4	C 2	C 3 C 4					
17:00-20:00	C 5		C 5		C 5		C 5						

WEEK 4	MONDAY			TUESDAY			WEDNESDAY			THURSDAY			FRIDAY
7:00-8:00	C 1		C 1		C 1		C 1		Guanajuato & San Miguel Trip				
8:00-11:00		Spanish		Spanish		Spanish							
11:00-15:00	C 2	C 3 C 4	C 2	C 3 C 4	C 2	C 3 C 4	C 2	C 3 C 4					
17:00-20:00	C 5		C 5		C 5		C 5						

C 1	Operations Research
C 2	Theory in Business Strategy
C 3	Macroeconomics
C 4	Intercultural Perspective
C 5	Investment Project Valuation and Introduction to Company Valuation

*Programs may be updated, please confirm with the International Affairs Office.

CREDITS

COURSE NAME	CONTACT HOURS	UP CREDITS	ECTS CREDITS	US CREDITS
SPANISH LANGUAGE	48	6	5	3
INTERCULTURAL PERSPECTIVE	64	8	8	5
THEORY IN BUSINESS STRATEGY	64	8	8	5
MACROECONOMICS	64	8	8	5
OPERATIONS RESEARCH	64	8	8	5
INVESTMENT PROJECT VALUATION & INTRODUCTION TO COMPANY VALUATION	64	8	8	5

The minimum load is 6 UP credits and the maximum load is 16 UP credits

*8 credits - total 64 class hours (16 hour per week)

*6 credits - total 48 class hours (12 hour per week)



TOURS, TRIPS AND VISITS

TOURS, TRIPS AND VISITS

We know that four weeks are not enough to see all that Mexico has to offer, but we made a selection of activities that will allow you to live our traditions and enjoy your time in our country.

We focus on covering what we consider the most important aspects in the cultural heritage of the surroundings.

Visits:

- **Downtown (Centro histórico)**

A guided tour through the centre of the beautiful city of Guadalajara.

- **Mexican Company**

See how a company works in one of the most economically important cities in Mexico.

Tours:

- **Tequila Town**

Discover a magic town, the birthplace of the drink that bears its name, "tequila".

- **Downtown Tlaquepaque**

A guided tour through the centre of the cultural town of Tlaquepaque.

- **Guachimontones Ceremonial Center**

Visit the only archaeological site with circularstepped pyramids in the world.

Optional Trips:

- **Welcome weekend (Chapala)***

The perfect occasion to meet everyone on the first weekend after your arrival.

- **Puerto Vallarta (3 days)***

A weekend to enjoy and relax on the beach.

- **Guanajuato - San Miguel de Allende***

Check out some of the most important places during the Mexican Independence.

Highlights:

*Transportation and entrance is included in visits and tours, except the entrance to the tequila tour. Meals are not included.

*Optional trips are organized by International Affairs Interns have additional cost.



HOW TO APPLY

The international summer school is for all students that would like to have the experience of studying abroad and at the same time, get to know a different culture and language.

Requirements:

- Be an active student of a degree.
- English proficiency level intermediate (all courses are in English).
- Send you application before the deadline (June 15th).

If you want to be part of ISS at Universidad Panamericana, please follow the steps below.

1. Fill in the application form: <http://goo.gl/forms/iX3wmSqE4N>
2. Wait for the International Affairs Office confirmation e-mail.
3. Pay all tuition and fees by June 15th.
4. Send your confirmation payment receipt to the International Affairs Coordinator: emreynos@up.edu.mx

*In case you wish to enroll on the Spanish course, the placement test must be taken by June 19th.

ADDITIONAL INFORMATION

PAYMENT

The price of the program is 1200 US Dollars (for partner universities please ask for promotion), including all educational units. The trips offered are not included in the price and depend on the demand. Moreover, housing and food are neither included.

Payment before arrival

Please make sure that your payment for the course has been transferred before the deadline (prior to June 15th).

Payment after arrival

In order to assure your place, a non-refundable deposit of \$200 USD must be made to the same account showed above prior to June 15th. This money will be taken in consideration and the rest can be paid after your arrival at the university cashier, either in cash or with you credit card.

After transferring the money to the account, you must scan your payment receipt and send it in via email to emreynos@up.edu.mx to confirm your enrollment to the program.

ACCOMODATION

After the payment confirmation, the International Affairs Office takes care of your accommodation, all you have to do is indicate your preferences in the application form. The International Affairs Coordinator will send you the information of the available places according to your request.



**UNIVERSIDAD
PANAMERICANA®**

Emanuel Reynoso V.
E-mail: emreynos@up.edu.mx
Phone: +52 (33) 13682225
Ext. 4354

issup.gdl.up.mx

Calzada Circunvalación Poniente #49 Ciudad Granja CP 45010 Zapopan, Jalisco, México