

One week program:



IPADE BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

DOING BUSINESS IN MEXICO EMERGING MARKETS

MARCH 7TH - MARCH 11TH, 2016

FULL-TIME MBA

International Office:

Beatriz Guzmán, Director

bguzman@ipade.mx

Rosa Garcidueñas, Manager

rgarciduenas@ipade.mx

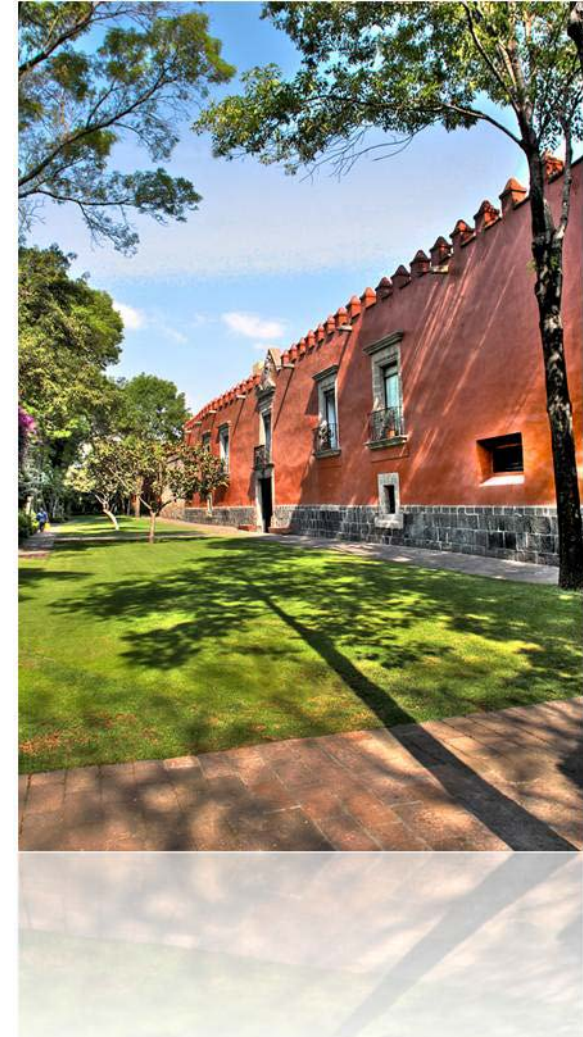
Sandra Guerra, Manager

sgguerra@ipade.mx

IPADE's Foundational Principles

IPADE was founded in 1967 by a group of prominent Mexican businessmen with the strategic guidance from **Harvard Business School (HBS)** and **IESE Business School** – life long associates through an Advisory Committee –

- To bring top management practices to a **professional level**.
- To encourage self improvement, and help top managers carry out their **ethical and social responsibilities**.
- To offer an **international business perspective**.





An integral perspective in practical learning

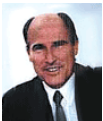
- IPADE is the only business school founded from the enterprise, for the enterprise. **It is the only business school world wide with this model.**
- Case Method Study: integrating **individual study, teamwork and plenary sessions.**
- Faculty Expertise that combines a **full time dedication at IPADE** and a **strong interaction with the business place.**
- Strong Selection of the Students, allows to achieve a very high academic standard. **The lowest admissions rate in all Latin-America.**

Continuing Education and Alumni network

- Alumni continuing Education Program; giving the alumni the **opportunity to be up dated**. 10 Topics in 2 sessions per month throughout the year.
- Biggest alumni network and top business connections in Mexico and Latin America, gives our alumni the benefits of an **IPADE community in workplace and business opportunities**.



Lorenzo Zambrano
CEO
CEMEX



Luis Berrondo
CEO
MABE



Emilio Azcarraga
CEO
Grupo Televisa

Marcos Martínez
CEO

Banco Santander México



Ramón Zapata

Financial Operations Worldwide
Novartis



IPADE's International Accreditations and Associations



The Association to
Advance Collegiate
Schools of Business
(AACSB)



European Foundation
for Management
Development



Graduate Management
Admission Council (GMAC)



Association of MBA's



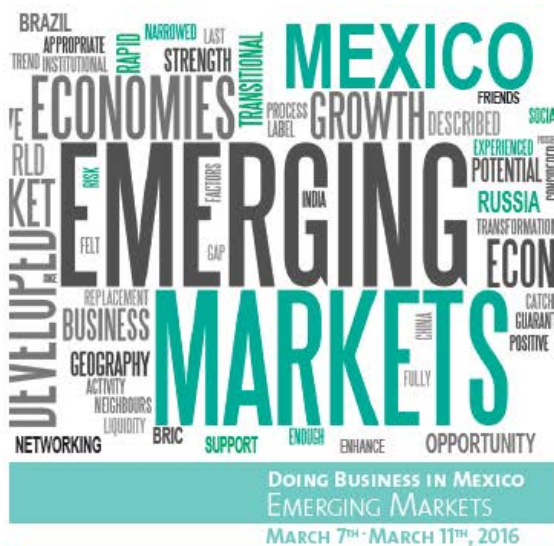
Public Education
Ministry (Mexican
government)



European Quality
Improvement
System***

*** in process

A One-week Program



Objective:

To give MBA International Students the opportunity **to live the Mexican Business Culture** in a short period of time, plus the possibility of an enriching interaction with other international and Mexican MBA Students. To explore issues that affect Mexico and the relationship with other countries in the world.

Questions behind the Program:

- How to do business in Mexico in different sectors?
- How to identify and develop entrepreneurial opportunities?
- How to use your talent as MBAs to create entrepreneurial opportunities in Mexico?
- How do emerging markets behave and develop.

The Mexican Advantage



Why do business in Mexico?

Because Mexico offers...



...a dynamic business environment. The largest economy in Latin America and the fourth largest in the Western hemisphere, Mexico will be the 8th largest economy in the world by 2050. With few import-export procedures and 46 bilateral trade agreements, it is one of the countries most open to international trade.

...macroeconomic stability. According to the most recent World Economic Forum (WEF) competitiveness report, Mexico is ranked 53 out of 144 countries for its macroeconomic environment, based on: budget balance, national savings rate, inflation, debt and credit rating. Mexico also has significantly better solvency than countries such as India, Brazil and the United States, with government debt as percentage of GDP at fifty percent.

...human potential. Of a population 115.6 million strong, more than 60% are of working age. 110 thousand engineering and technology students graduate annually from Mexican institutions. Per capita there are 26% more graduates in manufacturing, engineering and construction than in the United States—ambitious, hard-working young people building Mexico's future.

...cultural and natural treasures. Mexico is ranked third in the world for world heritage sites and is renowned for its 45 thousand archeological sites and 120 thousand historical monuments—from Teohotican, one of the great mysteries of Mesoamerica, to the magical town of Real del Monte with its colorful 18th century buildings and old mines. Natural treasures include the Monarch Butterfly Biosphere Reserve, and the country is considered “megadiverse,” because 12% of the world's terrestrial diversity is located here.

Week costs per student *(prices in US dollars)*

	Hotel Marquis Reforma (red carpet hotel) www.marquisreforma.com		Fiesta Americana Reforma (four star hotel) www.fiestamericana.com/en/web/fiesta-americana-reforma	
	Double room	Single room	Double room	Single room
Hotel (6 nights)	\$540	\$1040	\$400	\$600
All transportation (Buses)	\$ 80	\$ 80	\$ 80	\$ 80
Cultural Activities	\$ 55	\$ 55	\$ 55	\$ 55
Translation/material fees	\$ 65	\$ 65	\$ 65	\$ 65
Health insurance	\$ 11.27	\$ 11.27	\$ 11.27	\$ 11.27
Total cost per student	\$751.27	\$1251.27	\$611.27	\$811.27

March, 7th To 11th, 2016

Registration deadline January 6th, 2016

- Breakfast and lunch included
- School's Library, Computer lab and printers no extra charge
- Includes 6 hotel nights, checking in on Sunday, March 6th, and checking out on Saturday, March 12th, 2016.
- Student's responsibility expenses: dinner, travel to Mexico, airport-hotel-airport transportation, any additional hotel nights.

Structure

5 business-academic sessions:

IPADE professors will give three introductory conferences about the Mexican economic, political and social environments. To complement these knowledgeable sessions professors will deliver two live case studies of leading enterprises in Mexico.



Assigned team project:

IPADE offers students the invaluable opportunity to interact with colleagues from Mexico and abroad. Engaging the students in an assigned project which will enable them to establish a more meaningful relationship with our country and culture.

3 visits to leading companies in Mexico:

Our program includes visits to successful companies, allowing students to familiarize themselves with the "day-to-day" operations of enterprises in Mexico.

5 conferences by Guest Businessmen:

Invited businessmen from different sectors and companies will come and share their experiences.



Intercultural and social activities:

Participants will have the opportunity to interact socially and culturally through organized events:

- Guided tour of the Teotihuacan Pyramids.
- Guided tour of the Anthropology Museum.
- Guided tour of Historic Downtown area.

Working load *(credits and contact hours)*

3.7 US credits / ECTS 6	Sessions	Contact hours	Independent hours
Business Academic Sessions	5	7	6
Conference Sessions	5	7	6
Company Sessions	3	4	
Company Visits	3		10
Intercultural activities	2	3	
Assigned Project	1		15
Teamwork	5		15
Total	24	21	52

Requirements to receive credits:

- 100% attendance
- Active participation in sessions and conferences
- Teamwork assignment



Schools that have participated in previous years

- Cranfield School of Management **UK**
- Darden Graduate School of Business Administration **USA**
- Endicott College **USA**
- ENPC School of International Management **France**
- Essec **France**
- Hong Kong Baptist University **Hong Kong**
- IESE Business School **Spain**
- Instituto COPPEAD de Administracao **Brazil**
- **IPADE Business School Mexico**
- Kellogg School of Management **USA**
- La Trobe International **Australia**
- Owen Graduate School, Vanderbilt University **USA**
- PAD, Escuela de Dirección **Peru**
- Politecnico di Milano MIP-School of Management **Italy**
- Pontificia Universidad Católica de Chile **Chile**
- London Business School **UK**
- CKGSB Business School **China**
- RMIT Vietnam **Vietnam**
- Queen's University **Canada**
- Rice University, Jones School MBA **USA**
- Rotman School of Management **Canada**
- Simon Graduate School of Business, University of Rochester **USA**
- SMU COX School of Business **USA**
- Tallinn University of Technology **Estonia**
- The George Washington University School of Business **USA**
- UNC's Kenan-Flagler Business School **USA**
- Universidad de Chile **Chile**
- Università Commerciale Luigi Bocconi **Italy**
- USC Marshall School of Business **USA**
- Warwick Business School **UK**
- Yonsei University School of Business **South Korea**
- Zagreb School of Economics and Management **Croatia**
- Goizueta Business School **USA**
- IESA Business School **Venezuela**
- UNIS Business School **Dominican Rep.**
- Jones Graduate School of Business **USA**



Why is Mexico the Choice

a. Mexico is open for trade

- Mexico has a North American Free Trade Agreement (NAFTA) that gives **business and entrepreneurial opportunities** for American and Canadian MBA's
- Mexico is currently the country with most free-trade agreements in the world.

Latin America

- Trade Agreements Network.
- Business leadership, **strongest economy in Latin America.**
- **Strategic geographic location.**
- **Language.**



b. Mexico, gateway to...

North America

- **Low rates**, benefits when manufacturing in Mexico.
- \$146 billion US currently exported to the region.
- **Business relationships** already established.
- Mexico's **land transportation network** is one of the most extensive in Latin America.
- Mexico's ports have experienced an **investment and traffic boom** following a 1993 law that privatized the port system.

c. An opportunity to enjoy the city

