Was founded in 1967 by a group of prominent Mexican businessman with the strategic guidance from Harvard Business School (HBS) and IESE Business School.

Motivated by its humanistic approach, IPADE defined its founding principles as:

- Professionalize executive work.
- Encourage personal development.
- Help senior level executives carry out their ethical and social responsibilities.
- Offer an international business perspective.
IPADE has 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 worldwide with this model.

• Faculty Expertise that combines a full-time dedication to IPADE and a strong interaction with the business place.

• Strong student selection allows to achieve a very high academic standard. The lowest admissions rate in all Latin-America.

• Case Method Study, integrating individual study, teamwork and plenary sessions.
General objectives of the International Week

- Analyze the **Business opportunities** that Mexico has to offer as an emerging economy.

- Having greater awareness of **Mexico’s economic, political, and social context**, as well as different features that comprise and permeate the country’s culture.

- Providing International MBA students with the opportunity and the possibility of experience the **Mexican business culture** enriching interaction with other international and Mexican MBA students.
Doing Business in México
Key features

• International Program open to **MBA students** from around the world.

• Biggest alumni network and **top Business connections in Mexico and Latin America**.

• Emphasizes **case method discussions**, and integration via individual study, teamwork and plenary sessions.

• Explore issues that affect Mexico and the relationship with other countries in the world.
Why do Business in México?
Because México offers

- Dynamic Business Environment
- Macroeconomic stability
- Human potential
- Cultural and natural treasures
Program Structure

3 Company presentation with keynote speakers
6 Business-Academic sessions
4 Conferences by Business leaders
1 Team Assignment
1 Virtual cultural activity
The seminar comprises four central pillars.

1. Understanding Mexico’s context and culture
2. Doing Business from Mexico
3. How to compete in Mexico
4. Creating Social Value in Mexico
## Workload

Credits and contact hours.

<table>
<thead>
<tr>
<th>Workload Category</th>
<th>Sessions</th>
<th>Contact hours</th>
<th>Independent hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.7 US Credits / 6 ECT’s</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business-Academic sessions</td>
<td>6</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>Conferences by Business leaders</td>
<td>3</td>
<td>4.5</td>
<td>7</td>
</tr>
<tr>
<td>Company presentation with keynote speakers</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Virtual cultural Activities</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Assigned Project</td>
<td>1</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>Teamwork</td>
<td>4</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20</strong></td>
<td><strong>20.5</strong></td>
<td><strong>44</strong></td>
</tr>
</tbody>
</table>
Some previous years participating schools

- CEU Business School, Hungary
- CKGSB School of Business, China
- Darden School of Business, USA
- David Eccles-School of Business, USA
- EBS Business School, Germany
- EDHEC Business School, France
- ESCA École de Management, Morocco
- ESSEC Business School, France
- Faculty of Management Witten U., Germany
- FIA- Fundação Instituto de Administração, Brazil
- Guanghua School of Management, China
- IAE Business School, Argentina
- IESA Business School, Venezuela
- IESE Business School, Spain
- Institute of Management Technology, India
- Jones Graduate School of Business, USA
- Kellogg School of Management, USA
- Kenneth Levene Graduate School of Business, Canada
- La Trobe Business School, Australia
- Lagos Business School, Nigeria
- Mannheim Business School, Germany
- MIP – Politecnico di Milano, Italy
- NUCB Graduate School, Japan
- PAD Escuela de Dirección, Peru
- RMIT University, Vietnam
- Simon Business School, USA
- Smith School of Business, Canada
- Solvay Brussels School of Economics, Belgium
- RMIT University, Vietnam
- Simon Business School, USA
- Smith School of Business, Canada
- Solvay Brussels School of Economics, Belgium
- RMIT University, Vietnam
- Simon Business School, USA
- Smith School of Business, Canada
- Solvay Brussels School of Economics, Belgium
- RMIT University, Vietnam
- Simon Business School, USA
- Smith School of Business, Canada
- Solvay Brussels School of Economics, Belgium
- RMIT University, Vietnam
- Simon Business School, USA
- Smith School of Business, Canada
- Solvay Brussels School of Economics, Belgium
- RMIT University, Vietnam
- Simon Business School, USA
THE WORLD CALLS