



Course Catalogue Summer 2009

ITESM Campus Querétaro

Programas



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*Classes require a minimum of 10 students.

** Classes offered by the departments of Engineering, Management, Business, Architecture and Animal Sciences are subject to change.

H2028/IP2008: Mexican Culture

CIP: 500701 Art/General Arts Studies

Prerequisites: None.

Equivalents: [IP2008](#), [IP96060](#)

Course objective: Overview of Mexican lifestyle. Analysis of historical and cultural elements and concepts, such as: family, work, death, time, religion, music, gastronomy, and celebrations.

Course subjects:

- Subject 1 Mexico: A country that we all want to Know.
- Subject 2 Mexico and its History, a Trip to the Past
- Subject 3 Mexican and Social Relations: Inside and Outside the Family
- Subject 4 Mexico: The Land of God
- Subject 5 Mexico: mosaic of color, celebration and tradition
- Subject 6 The Mexican kitchen: the art of the flavour, scent and colour.

Estimated time of each subject:

- Subject 1: 3 hrs.
- Subject 2: 7.5 hrs.
- Subject 3: 7.5 hrs.
- Subject 4: 7 hrs.
- Subject 5: 12 hrs.
- Subject 6: 6 hrs.
- TOTAL = 43 hrs. + 5 of evaluation = 48hrs.

EVALUATION POLICIES:

- a) Learning Activities (20%)
- b) Assignments (10%)
- c) Midterm Evaluations (20%)
- d) Final Exam (40%)
- e) Final evaluation of attitude and academic performance (10%)

Bibliography

TEXTBOOKS:

- * Farga, Amando, 1893-1978, Historia de la comida en México / Amando Farga, José Inés Loredo. Mosaico multicolor del esplendor y grandeza de la gastronomía mexicana / Sebastián Verti, 1. ed, México : Editorial Diana, 1993., mx , , spa, [968132577X]
- * Díaz Guerrero, Rogelio, Psicología del mexicano / Rogelio Díaz-Guerrero, 4 ed, México : Editorial Trillas, 1984., mx , , spa, [9682411238]
- * Homs, Ricardo., El gran reto mexicano : alternativas para cambiar la idiosincracia de una sociedad : la autoridad y el poder en la vida de los mexicanos / Ricardo Homs., , México, D.F. : Edamex, c1993., mx , , spa, [9684096909]

BOOKS FOR CONSULTATION:

- * Bonfil Batalla, Guillermo., Pensar nuestra cultura : ensayos / Guillermo Bonfil Batalla., 2a ed., México : Alianza , 1992., , , ESP, [9683904815]
- * Bartra, Roger, Oficio mexicano / Roger Bartra, , México : Grijalbo, c1993., mx , , spa, [9700504476]
- * Peñalosa, Joaquín Antonio., La práctica religiosa en México, siglo XVI ; asedios de sociología religiosa / Joaquín Antonio Peñalosa., , México : Editorial Jus, 1969., , , , []
- * Ramírez, Santiago., El mexicano, psicología de sus motivaciones / Santiago Ramirez., , México : Grijalbo, 1994., , , spa, [9684190298]
- * Sten, María., Ponte a bailar, tú que reinas : antropología de la danza prehispánica / María Sten., 1. ed., [México] : Editorial Joaquín Mortiz, 1990., , , , [9682704014]
- * Paz, Octavio, 1914-1998., El laberinto de la soledad ; Posdata ; Vuelta a El laberinto de la soledad / Octavio Paz., , México : Fondo de Cultura Económica, 2002., , , , [9681659708]



- * Peñalosa, Joaquín Antonio, Vida, pasión y muerte del mexicano : notas de costumbrismo / Joaquín Antonio Peñalosa, 13a ed., México, D.F. : Editorial Jus, 2003, mx , , spa, [9684230400]
- * Bartra, Roger., La jaula de la melancolía : identidad y metamorfosis del mexicano / Roger Bartra., , México : Grijalbo, 1987., , , , [9684196776]
- * Davies, Nigel, 1920-, El imperio azteca : el resurgimiento tolteca / Nigel Davies., , México : Alianza, c1992., , , , [9683907466]
- * Béjar Navarro, Raúl., El mexicano : aspectos culturales y psicosociales / Raúl Béjar Navarro., 6a ed., México : Universidad Nacional Autónoma de México, Coordinación de Humanidades, 1994., mx , , spa, [9683626858]
- * , Cultura e identidad nacional / Roberto Blancarte, compilador, , México : Consejo Nacional para la Cultura y las Artes : Fondo de Cultura Económica, 1994., mx , , spa, [9681642376]
- * , México y la cultura / [por] Arturo Arnaíz y Freg ... [et al.], , México : Secretaría de Educación Pública, 1961., , , , []
- * , Historia mínima de México / Daniel Cosío Villegas ... [et al.], , México, D.F. : El Colegio de México, 1983., , , , [9681200446968120218X]
- * Alduncin Abitia, Enrique., Los valores de los mexicanos / Enrique Alduncin Abitia., , México : Banamex, Fomento Cultural Banamex, 1986-1993., , , , [968700908X (t. 1)]
- * Bonfil Batalla, Guillermo, México profundo : una civilización negada / Guillermo Bonfil Batalla, , México, D.F. : Grijalbo, 1994., mx , , spa, [9700505723 (rústica)]
- * , Cómo somos los mexicanos / Alberto Hernández Medina, Luis Narro Rodríguez, coordinadores Alberto Alvarez Gutiérrez ... [et al.], 1a ed., [Mexico City, Mexico] : Centro de Estudios Educativos : CREA, 1987., mx , , spa, [9687165162]
- * Cruces Carvajal, Ramón., Lo que Mexico Aporto al Mundo / Ramón Cruces Carvajal., , México : Panorama 1991., , , , []
- * Delgado de Cantú, Gloria M., Historia de México / Gloria M. Delgado de Cantú., 4a ed., México : Pearson Educación, 2002-2003., mx , , spa, [9702602750 (v. 1)], [9702603560 (v. 2)]
- * Florescano, Enrique, El mito de Quetzalcóatl / Enrique Florescano, , México, D.F. : Fondo de Cultura Económica, 1993., mx , , spa, [9681639936]
- * González Pineda, Francisco., El mexicano ; psicología de su destructividad., 2 ed., México : Pax, 1963., , , , []
- * , Mitos mexicanos / Enrique Florescano, coordinador., , México : Aguilar, 1996., , , , [9681902718]
- * González Pineda, Francisco., El mexicano, su dinámica psicosocial., 5 ed., México : Pax, 1985., , , spa, [9684500068]
- * Fuentes, Carlos., Nuevo tiempo mexicano / Carlos Fuentes., 1. ed., México, D.F. : Ag

SUPPORTING MATERIAL

<http://majorca.npr.org/programs/seasonings/Muertos.html>
<http://www.mexweb.com>
<http://www.mexweb.com/noche.htm>
<http://www.mexicodesconocido.com.mx>
<http://rhythmama.mariachi.mx>
<http://www.unam.mx/voices>
<http://www.alegria.org>
<http://www.folclorico.com>
<http://www.udg.mx/cultfolk/mexico.html>
<http://www.mexicanculture.miningco.com/msubfolk.html>
<http://www.tequilanet.com.mx>
<http://www.dayofthedeath.com.index.html>
<http://www.neptune.netimages.com/~chile/>
http://serpiente.dgsca.unam.mx/Temas/Arte_Cultura/Folklore/Folklore.html
<http://www.mexicoweb.com.mx/busca/buscador.cgi?query=cultura+mexicana>



H I011/IP1004: Introduction to Mexican Culture

Academic Department: International Programs

C - L - U: 3 - 0 - 8

Prerequisites: None.

Equivalents: H1011, IP96061

Course objective: Our roots: science, philosophy, art and religion in the pre-Hispanic world. The conquest as a cultural shock. The Evangelization and the Encomienda during the colonial period. From the Independence to the Revolution. From the Revolution to the Party Dictatorship Cultural syncretism in Mexico. Psychology of the Mexican. The Sixth Sun: The awakening of Consciousness in the Mexico of the 21st century.

Course subjects:

Subject 1 Frame of the Course

Subject 2 Our roots: The Pre-Hispanic World

Subject 3 Colonial Mexico

Subject 4 The Mexico of Today

Estimated time of each subject:

5 hours per subject (45 hrs)

Policies of suggested evaluation:

Learning activities and assigned lectures.....	30%
Final evaluation about academic performance.....	10%
Mid-term exam.....	20%
Final exam (essay).....	20%
Presentation.....	20%

Bibliography

TEXT BOOKS:

* Ortiz de Montellano, Bernardo, 1899-, Aztec medicine, health, and nutrition / Bernard R. Ortiz de Montellano, , New Brunswick : Rutgers University Press, c1990., nju, , eng, [0813515629 :]

BOOKS FOR CONSULTATION:

* Berdan, Francis F., The Aztecs of Central Mexico: An Imperial Society, , Holt, Rinehart and Winston: Chicago, 1982. , , , , []

* Berler, Beatrice., The conquest of Mexico: A modern rendering of William H. Prescott´s history. , , San Antonio: Corona Pub, 1988., , , , []

* x, Historical Association, , 1970, , , , []

* Díaz-Guerrero, Rogelio., Estudios de psicología del mexicano. Inglés;"Psychology of the Mexican : culture and personality / by R. Díaz-Guerrero.", , Austin : University of Texas Press, 1975., txu, , eng, [0292775121 (tela)], [0292764308 (papel)]

* Condon, John C., Good neighbors : communicating with the Mexicans / John C. Condon, , [Yarmouth, Me.] : Intercultural Press, c1985., meu, , eng, [0933662602 (pbk.)]

* Hassig, Ross, 1945-, Trade, tribute, and transportation : the sixteenth-century political economy of the Valley of Mexico / by Ross Hassig., 1st ed., Norman : University of Oklahoma Press, c1985., oku, , eng, [080611911X (papel alcalino)]

* , History and mythology of the Aztecs : the Codex Chimalpopoca / translated from the



- Nahuatl by John Bierhorst., , Tucson : University of Arizona Press, c1992., azu, , eng, [0816511268]
- * , Latin American culture studies : information and materials for teaching about Latin America / edited by Edward Glab, Jr, , Austin : Institute of Latin American Studies, University of Texas at Austin, 1981., txu, , eng, [0867280018]
- * Florescano, Enrique., Memoria mexicana. Inglés;"Memory, myth, and time in Mexico : from the Aztecs to Independence / by Enrique Florescano translated by Albert G. Bork with the assistance of Kathryn R. Bork", , Austin : University of Texas Press, 1994., txu, , eng, [0292724853],[0292724861 (rústica)]
- * Aveni, Anthony F., Skywatchers of ancient Mexico., , Austin, Tx. : University of Texas, 1980., , , X, [0292775571]
- * Coe, Sophie D. Sophie Dobzhansky), America's first cuisines / Sophie D. Coe, 1st ed, Austin, TX : University of Texas Press, 1994., , , eng, [029271159X]
- * Simpson, Lesley Byrd, 1891- ., Many Mexicos / Lesley Byrd Simpson., 4th ed. rev., Berkeley : University of California Press, 1966., cau, , eng, [0520011805]
- * Clendinnen, Inga., Aztecs an interpretation / Inga Clendinnen., , Cambridge, Mass : Cambridge University Press, 1991 [reimpresión 2000], , , , [0521485851]
- * García Canclini, Néstor., Culturas populares en el capitalismo. Inglés.;"Transforming modernity : popular culture in Mexico / Néstor García Canclini translation Lidia Lozano.", , Austin : University of Texas Press, [1993]., txu, , eng, [0292727585 (papel alc.)],[0292727593 (rúst. : papel alc.)]
- * , A Compact history of Mexico / Daniel Cosío Villegas ... [et al.] foreword by Robert A. Potash translated by Marjory Mattingly Urquidi., 3rd ed. in English., México, D.F. : El Colegio de México, 1995., mx , , eng, [9681206657]
- * Gibson, Charles., The Colonial Period in Latin American History, 2a, Washington: American ,
- * Oster, Patrick. , The Mexicans: A Personal Portrait of a People., , W. Morrow: New York, 1989. , , , , []
- * x, The United Nations University,, , 1978, , , , []
- * Urbanski, Edmund Stephen, Hispanic American and its Civilization, , Norman: University of Oklahoma Press, 1978. , , , , []
- * Righter, Evie, The best of Mexico: a cookbook, , Collins Publishers: San Francisco, 1992. , , ,
- * The broken spears, The Aztec account of Mexico, , Boston: Beacon Press, 1970. , , , , []
- * , Essays on Mexican kinship / Hugo G. Nutini, Pedro Carrasco, James M. Taggart, editors., , [Pittsburgh] : University of Pittsburgh Press, c1976., pau, , eng, [0822933071]
- * Matos Moctezuma, Eduardo., T

H3020: Latin American Literature

CIP: 160905 Language and Spanish Literature

Academic Department: Humanities

C - L - U: 3 - 0 - 8 :

Prerequisites: None

Equivalents: IP3018, IP96051

Course objective: Students will explore concepts of literature and literary work, functions of literature. Students will also analyze literature and examine literary characteristics. Topics include the historical panorama of Latin American Literature, literary movements, specifics of Latin American literature, Latin America in the 20th century and its impact in the literary world.

Course subjects:

Subject 1 Fundamental Knowledge

Subject 2 Literary Classifications

Subject 3 Historical panorama of Latin American Literature

Subject 4 Literary Movements

Subject 5 Specifics of Latin American Literature

Subject 6 Latin America in the 20th Century and its Impact on the Literary World

Estimated time of each subject:

5 sessions of 1 ½ hours by subject (45 hours) 2 sessions of 1 ½ hours for the evaluations (3 hours)

Policies of suggested evaluation:

COURSE POLICIES:

Attendance:

Students are limited to 6 absences (3 sessions of 2 hours). In the case of exceeding this limit, the student will not be permitted to write the final examination, nor will they obtain the course credits. There are no exceptions. Students can be no more than 10 minutes late for classes. The participation in discussions, analysis and presentations is fundamental for the accreditation of the course. It is necessary to hand in assignments punctuality.

EVALUATION POLICIES:

Students will be evaluated through written and oral examinations.

Partial qualification is composed of:

Report of readings and documentary investigation 50%

Didactic activities 25%

Analytical tests 25%

Final qualification:

Partial Average 60%

Midterm Exam 20%

Final project 20%

Bibliography

TEXT BOOKS:

* Autores latinoamericanos, Selección de cuentos, poemas y novelas, []

SUPPORTING MATERIAL:

<http://www.geocities.com/froblesortega/>

<http://biblioteca.itesm.mx> y <http://www-cib.mty.itesm.mx/> (biblioteca del Tec)

<http://www.mccsc.edu/~rlee/tutor1.html> (explicaciones gramaticales del español en inglés)

Novela



"El Coronel no tiene quien le escriba"
"Crónica de una muerte anunciada"
"El túnel"
"Quién mató a Palomino Molero"
"Aura"
Cuento
Antología de Cuentos Cortos (fotocopias en reserva)

Poesía Netzhualcoyotl
<http://www.geocities.com/Paris/Rue/1773/indigena/index.html>

Sor Juana Inés de la Cruz
http://www.sappho.com/poetry/historical/j_ines.html

Pablo Neruda
<http://vinkka.telefragged.com/neruda/>
<http://www.poemasromancesyamor.com/poetas/neruda.htm>
<http://www.geocities.com/Paris/Metro/9312/veintepoe.html>

Mario Benedetti
<http://www.angelfire.com/wi/dargh/poemas.html>

Ramón López Velarde
http://www.geocities.com/Paris/Rue/1773/romantico/suave_patria.html
<http://members.nbci.com/Duende5/>

Pita Amor
http://www.redescolar.ilce.edu.mx/redescolar/biblioteca/special/pita_amor/pita_poniatowska.html#2
<http://www.geocities.com/Paris/Palais/1588/>

Renato Leduc
<http://www.columbia.edu/~gmo9/poetry/leduc/leduc.html>
<http://www.nadezhda.net/renato/>

Jaime Sabines
http://www.geocities.com/Paris/Rue/1773/contemporaneo/no_cierto.html
<http://www.geocities.com/Paris/Rue/1773/romantico/ven.html>
<http://www.columbia.edu/~gmo9/poetry/sabines/sabines.html>

Alfonso Reyes
http://www.geocities.com/Paris/Rue/1773/contemporaneo/sol_mty.html

Amado Nervo
http://www.geocities.com/Paris/Rue/1773/romantico/en_paz.html

Teatro
"La banca" <http://www.arts-history.mx/literat/litr.html#rascon>
"Rosa de dos aromas"

Guión cinematográfico
"Todo el poder"
"Sobrenatural"
"De noche vienes" de Elena Poniatowska
"La ley de Herodes"



H3021: Mexican Literature

CIP: 160905 Spanish Language and Literature

Academic Department: Humanities

C - L - U: 3 - 0 - 8

Prerequisites: None.

Equivalents: IP3019, IP96052

Course objective: This course is designed for students who have an advanced level of the Spanish. The intention is that, through the reading the student studies to some of the main exponents of Mexican Literature, makes critical an analysis literary of stories, tests and novels, and learns about the culture and history Mexico.

Course subjects:

Subject 1	Pre-hispanic Literature
Subject 2	20th Century Literature of the conquest
Subject 3	20th The Baroque
Subject 4	Panorama of the 20th century
Subject 5	The novel of the Revolution
Subject 6	Magical Realism
Subject 7	The Literature of the wave
Subject 8	Student movement 68-71
Subject 9	Contemporary literature of the state

Suggested didactic technique:

Not specified

Estimated time of each subject:

Subject 1	3 hrs.
Subject 2	6 hrs.
Subject 3	6 hrs.
Subject 4	6 hrs.
Subject 5	6 hrs.
Subject 6	6 hrs.
Subject 7	6 hrs.
Subject 8	6 hrs.
Subject 9	3 hrs.
TOTAL	48 hrs

COURSE POLICIES:

Attendance:

Students are limited to 6 absences (3 sessions of 2 hours). In the case of exceeding this limit, the student will not be permitted to write the final examination, nor will they obtain the course credits. There are no exceptions. Students can be no more than 10 minutes late for classes. The participation in discussions, analysis and presentations is fundamental for the accreditation of the course. It is necessary to hand in assignments punctually.

EVALUATION POLICIES:

Presentation of the report, biography and literary critic of assigned literary work:

Tasks 10%

Partial examinations 30%

Final examination 40%

The qualification will be reported in a scale from the 0 to the 100. The approving minimum qualification is 70; 69 are abjuration qualification.



Bibliography

TEXT BOOKS:

* Agustín, José., La tumba: revelaciones de un adolescente / José Agustín., 1a Ed., México: Navarro, 1966. spa, []

SUPPORTING MATERIAL:

<http://www.columbia.edu>

<http://www.arts-history.mx/>

<http://www.ampl.org.mx>

<http://www.ciencia-ficcion.com.mx/>

<http://members.tripod.com/~IlianaR/>

<http://mexicovolitivo.com>

<http://members.tripod.com/~IlianaR/>

<http://papeldeliteratura.inba.gob.mx/>

<http://fuentes.csh.udg.mx/CUCSH/argos/index.htm>

RI2021/IP2000: Poverty and Development in Mexico

Academic Department: International Programs

C - L - U: 3 - 0 - 8

Prerequisites: None.

Equivalents: RI2021

Course objective: To explore historical, economic, political, social and cultural the factors that contribute to poverty. Students will also examine the strategies of development in Mexico, through a practical approach to a concrete experience of immersion in a community. The goal is for the student to appreciate the multiplicity of causes of the poverty and how, with its professional task, can affect the overcoming of this one successful general mission of the matter.

Course subjects:

- Subject 1 The poverty and the development in Mexico a) socioeconomic History of the poverty: colonization and dependency b) Antecedent historical of Mexican economy c) economic Models in Mexico and its impact in poverty d) Mexican Economy in the global context e) governmental and deprived Programs for economic development
- Subject 2 The civil society how to answer to the challenge of the poverty a) Definition and classification of Third Sector b) conceptual Map of third Sector c) Interaction between sectors
- Subject 3 Social project management a) Administration versus Professionalization b) Social drawing-board stages c) Vocabulary in Spanish for social area.
- Subject 4 Field Practice a) Analysis of intervention b) Support and pursuit to a concrete practice of development c) Methodologies of evaluation of the development: measurement of impact

Estimated time of each subject:

Subject 1	12 hrs
Subject 2	6 hrs
Subject 3	6 hrs
Subject 4	22 hrs
TOTAL	46 hrs

Policies of suggested evaluation:

EVALUATION POLICIES

Theoretical content: tests and tasks of investigation: 50%

Practical Content: co evaluations, instructor and community: 50%

TOTAL: 100%

Bibliography

BOOKS FOR CONSULTATION:

* Fuentes, Mario Luis., La asistencia social en México: historia y perspectivas / Mario Luis Fuentes; [prólogo por Gilberto Rincón Gallardo], 1. ed., México, DF: Ediciones del Milenio, 1998., [9687419172]

SUPPORTING MATERIAL:

Anderson, Mary with Naila Kabeer and Jo Rowlands (1999), Development and Social Diversity, Oxford: Oxfam publication. Eade, Deborah (1997) Capacity-Building: An Approach to People-Centered Development, Oxford: Oxfam publication. Fowler, Alan (1997), Striking a Balance: A Guide to Enhancing the Effectiveness of Non-governmental Organizations in International



Development, London: INTRAC/Earthscan. Fuentes, Mario Luis (1998), La asistencia social en México: Historia y perspectivas, México: Ediciones del Milenio.

Professor profile:

- Academic degrees: Masters in social sciences (economy, history, sociology); Doctorate in social sciences (economy, history, sociology).
- Recommended experience: In methodologies for the development.

H3022/IP3027: 20th Century Mexican Theatre

Academic Department: International programs

C - L - U: 3 - 0 - 8

Prerequisites: None.

Equivalent: H3022

Course objective: To know and understand some aspects of politics, society, and history of 20th Century Mexican culture through analysis of five works of modern Mexican dramatists.

Course subjects:

Subject 1	History of universal dramatic art
Subject 2	Mexican modern dramatic art of the 20 th century.
Subject 3	Reading and analysis of works
Subject 4	The theatre scene

Suggested didactic technique:

Not specified

Approximate time of each subject:

Subject 1	4 hrs.
Subject 2	14 hrs.
Subject 3	20 hrs
Subject 4	8 hrs.
Evaluation	2 hrs.
Total	48 hrs.

COURSE POLICIES:

Attendance:

Students are limited to 6 absences (3 sessions of 2 hours). In the case of exceeding this limit, the student will not be permitted to write the final examination, nor will they obtain the course credits. There are no exceptions. Students can be no more than 10 minutes late for classes. The participation in discussions, analysis and presentations is fundamental for the accreditation of the course. It is necessary to hand in assignments punctuality. The instructor will be available in his/her office outside of class hours by appointment.

EVALUATION POLICIES

- 1) Learning activities..... 30%
- 2) Midterm exam.....20%
- 3) Final exam.....50%

Bibliography

TEXTBOOKS:

* Antonio Magaña Esquivel, Teatro mexicano del siglo XX, Fondo de Cultura Económica, México, 1970, Español, [9681603893]

SUPPORTING MATERIAL:

Diverse readings selected and provided by the professor.



HI1004/IP1001: Basic Spanish I *

Academic Department: International Programs

C - L - U: 6 - 0 - 16

Prerequisites: None.

Equivalents: HI1004, IP96020

Course objective: To include/understand habitual statements and expressions on subjects of personal interest. To read and to find simple text information specific. To interact suitably in communicative contexts that requires a simple and direct interchange of information. To use a series of expressions and statements to describe with simple terms to its family, other people, their conditions of life, their professional formation and present occupation. To write brief and simple notes and messages regarding the student's immediate needs. To positively know and to value the culture of the Hispanic people.

Course subjects:

Subject 1	Social
Subject 2	The family
Subject 3	Purchases
Subject 4	Vacations
Subject 5	Health

Bibliography

TEXTBOOKS:

* Corpas, García y Garmendia, Aula 1, Difusión, Barcelona, España, []

* Corpas, García y Garmendia, Aula 2, Difusión, Barcelona, España, []

* Martín, Sans y Caballero, Gente, Prentice Hall, Upper Saddle River, NJ, []

HI1005/IP96021: Basic Spanish II

Academic Department: International Programs

C - L - U: 6 - 0 - 16

Prerequisites: None.

Equivalents: HI1005, IP1002

Course objective: Through written and oral assignments students will learn how to communicate in basic Spanish. Students have to ability to speak and write about simple social situations.

Course subjects:

Subject 1 Language registries

Subject 2 Spanish Alphabet

Subject 3 Essential elements of enunciation

Subject 4 Verbal ways and times and their declarative quality

Subject 5 Declarative functions

Estimated time of each subject:

Subject 1 12 hours

Subject 2 12 hours

Subject 3 12 hours

Subject 4 30 hours

Subject 5 24 hours

Evaluation 6 hours

Total 96 hours

EVALUATION

In class tasks and activities 40%

Partial examinations and oral evaluations

40% final Examination 20%

Total: 100%

Bibliography

TEXTBOOKS:

* Terrell, Tracy, Magdalena Andrade, Jeanne Egasse y Miguel Elías, Dos mundos, 3, McGraw Hill, Estados Unidos de América, 1994, Español, []

SUPPORTING MATERIAL:

<http://biblioteca.itesm.mx> y <http://www-cib.mty.itesm.mx/> (biblioteca del Tec)

<http://www.fodors.com/language> (vocabulario y frases útiles)

<http://www.studyspanish.com>, <http://www.vokabel/spanish.html> (vocabulario)

<http://www.mccsc.edu/~rlee/tutor1.html> (explicaciones gramaticales del español en inglés)



HI2015/IP2004: Intermediate Spanish I

Academic Department: International Programs

C - L - U: 6 - 0 - 16

Prerequisites: None.

Equivalents: HI2015, IP96022

Course objective: Students will learn to correctly apply the basic structures of grammar to the Spanish language. Students will develop the abilities in the following areas to: understanding reading, auditory understanding, oral expression and written expression.

Course subjects:

Subject 1	Welcome to Monterrey
Subject 2	Mexico and its Traditions
Subject 3	Our Planet: The Home of Everything
Subject 4	The Mexican City
Subject 5	Work in Mexico
Subject 6	Learn to Live Together

Bibliography

TEXTBOOKS:

* Gilman, Graciela Ascarrunz de., Horizontes: gramática y conversación / Graciela Ascarrunz Gilman, K. Josu Bijuesca., 3d ed., Boston: Heinle & Heinle, 1997., [838472672]

HI2016: Intermediate Spanish II

CIP: 160102 Linguistics

Academic Department: Languages

C - L - U: 6 - 0 - 16

Prerequisites: None

Equivalents: IP2005, IP96023

Course objective: Noun gender and number, agreement and position of adjectives, comparisons, verb moods and tenses, complement pronouns, prepositions, conjunctions, adverbs, verbal periphrasis, vocabulary related to social life, family and work, health, the city, politics, government, hobbies and traditions.

Course subjects:

Subject 1	And you. Who are you?
Subject 2	Your Family and your work
Subject 3	How do you feel?
Subject 4	How is your city?
Subject 5	What do you know about Mexico?
Subject 6	Diversions, traditions and mass media, is there a relationship?

Estimated time of each subject:

Subject 1	13 hours
Subject 2	13 hours
Subject 3	16 hours
Subject 4	16 hours
Subject 6	12 hours

REVIEW OF COURSE MATERIAL: 6 hrs.

EVALUATION OF SUBJECT: 8 hrs.

EVALUATION POLICIES:

Overall work throughout the semester 60%

Midterm exam 10%

My Portfolio 10%

Final examination 20%

TOTAL 100

A monthly progress report will be made for each student and these reports (3) the above-mentioned will constitute for 60%. The following table exemplifies considerations given in every month of work.

Assignments will include: Oral presentations, works in equipment, creation of situations, role plays etc. 50%

Tasks 20%

Quizzes 30%

TOTAL 100

Bibliography

TEXTBOOKS:

* Gilman, Graciela Ascarrunz de., Horizontes: gramática y conversación / Graciela Ascarrunz Gilman, K. Josu Bijuesca., 3a ed., Boston, Mass. : Heinle & Heinle, c1997., spaeng, [0838472672 (texto para el estudiante)0838472567

SUPPORTING MATERIAL:

Centro Virtual Cervantes



<http://cvc.cervantes.es/obref/anuario99/default.htm>

ACTFL Proficiency Guidelines. / The American Council on the Teaching of Foreign Languages

<http://www.actfl.org/htdocs/pubs/guidelines.html>

<http://www.mexicodesconocido.com.mx>

http://www.mexicodesconocido.com.mx/guias_md/gm1196_6.htm

<http://www.hrw.com/passport>

<http://www.webct.com/spanish>

<http://www.ed.gov/free/>

<http://www.users.qwest.net/~eledu/irst.html>



HI3010/IP3005: Advanced Spanish I

Academic Department: International Programs

C - L - U: 6 - 0 - 16

Prerequisites: None.

Equivalents: HI3010, IP96024

Course objective: Spanish enunciation system. Indicative and subjunctive tenses. Object pronouns, value and use of infinitive, gerund and participle. Reflexive constructions, indefinite pronouns and adverbs. Prepositions and connecting words. Articles, adjectives and adverbs. Orthography and accent marks. Expressions for interacting. Idiom, proverbs and riddles. Articulation of Spanish sounds. Reading and writing techniques.

Course subjects:

Subject 1	Spanish enunciation system.
Subject 2	Indicative and subjunctive tenses.
Subject 3	Object pronouns, value and use of infinitive, gerund and participle.
Subject 4	Reflexive constructions, indefinite pronouns and adverbs.
Subject 5	Prepositions and connecting words.
Subject 6	Articles, adjectives and adverbs.
Subject 7	Orthography and accent marks.
Subject 8	Expressions for interacting.
Subject 9	Idiom, proverbs and riddles.
Subject 10	Articulation of Spanish sounds.
Subject 11	Reading and writing techniques.

Suggested didactic technique:

Not specified

Bibliography

TEXTBOOKS:

* Vega, Sara Lequerica de la., *Avanzando: gramática española y lectura* / Sara Lequerica de la Vega, Carmen Salazar., 4a ed., New York: John Wiley & Sons, 1988., ESP, []

HI3011: Advanced Spanish II *

CIP: 160102 Linguistics

Academic Department: Languages

C - L - U: 6 - 0 - 16

Prerequisites: None.

Equivalent: IP3006, IP96025

Course objective:

To correctly express ideas, opinions and arguments in Spanish using elaborate elements and discursive resources. Students will also learn how to understand the complexity of Spanish speaking countries cultural elements.

Course subjects:

Subject 1 The Environment

Subject 2 Economic and social surroundings

Subject 3 The Mass Media

Subject 4 The Native Cultures

Subject 5 Technology and Development

Subject 6 Latin American Writers

Suggested didactic technique:

Not specified

Estimated time of each subject:

Module 1	12 hrs.
Module 2	12 hrs.
Module 3	18 hrs.
Module 4	12 hrs.
Module 5	12 hrs.
Module 6	18 hrs.
Review	12 hrs.
TOTAL	96 hrs.

COURSE POLICIES:

- Attendance is very important. According to the Academic Regulation of the ITESM, students must attend at least 88% of the classes in order to be permitted to write the final examination. This 88% mean that students are only permitted to be absent 6 times throughout the semester.

- Punctuality is also an issue. Arriving late to class twice is equivalent to an absence. The classes begin 5 minutes after the hour in which they are programmed and 5 minutes finish before, this for time is given to allow students sufficient time to get from one class to another one.

- Students can be no more than 10 minutes late for classes.

- In the technological platform Lotus Notes/Learning Space you will find the norms of the class, the criteria for the written tasks, class presentations, delivery of tasks via electronics, etc.

EVALUATION POLICIES:

In class assignments and activities 40%

Quizzes and oral evaluations 30%

Final Examination 30%

Total: 100%



Bibliography

TEXTBOOKS:

* . Material seleccionado por el docente, , , , , []

SUPPORTING MATERIAL:

La Página del Idioma Español
<http://www.el-castellano.com>

Página del Idioma Castellano
http://www.arcom.net/belca/como_esc/index.html

Gramática y ortografía española
<http://ezinfo.ucs.indiana.edu/~jsoto/lengua.html>

The Conjugation Trainer
<http://www.geocities.com/TheTropics/Island/9069/ConjugationTrainer/>

Ejercicios de gramática
<http://php.indiana.edu/~jsoto/ejercicios.html>

Pronunciación del español
<http://users.why.net/macabut/webspan/pronun/ws-pronun.html>

Songs in Spanish
<http://www.nacnet.org/assunta/cancion.htm>

Spanish Language Exercises
<http://mld.ursinus.edu/~jarana/Ejercicios/>

Trabalenguas
<http://www.nacnet.org/assunta/trabalen.htm>

Cosas del Español - Nuestra Lengua
<http://www.acu-adsum.org/jlb.idioma.espanol.html>

Mundo Hispánico
<http://www.ac-toulouse.fr/espagnol/>

Real Academia Española de la Lengua
<http://www.rae.es/>

Spanish Language Resources
<http://www.artsci.wustl.edu/~langlab/Spanish.html#H>

Spanish Language Sites
<http://polyglot.lss.wisc.edu/lss/lang/spanish.html>

The Spanish Speaking Countries Web Page
<http://edb518ea.edb.utexas.edu/html/latinamerica.html>



HI3013: Spanish as a Foreign Language III A

CIP: 160102 Linguistics

Academic Department: Languages

C - L - U: 3 - 0 - 8

Prerequisites: None.

Equivalents: IP3003

Course objective:

To develop the linguistic skills necessary to communicate effectively in Spanish in diverse, daily, school and labour situations.

Course subjects:

Subject 1 Definite and Indefinite articles

Subject 2 Values and uses of tenses of the subjunctive: present, imperfect and present perfect

Subject 3 Indirect speech in present tense

Subject 4 Relative pronoun

Suggested Didactic Technique:

Not specified

Estimated time for each subject:

Subject 1: 10 hrs.

Subject 2: 12 hrs.

Subject 3: 12 hrs.

Subject 4: 10 hrs.

Evaluation: 4 hrs.

Total 48 hrs.

EVALUATION POLICIES:

The students must hand in assignment punctually and write examinations at the prescribed time and date. In order to obtain course credits, the student needs a minimum final qualification of 70 points. A lesser qualification is considered unacceptable; therefore the student will not receive accreditation for the course. The formative evaluation is administered, mainly, through the feedback and the observation. The students will hand in their assignments; the teacher will correct them and make annotations to the margins. If the assignment does not meet the minimum requirements of quality (linguistic presentation, uses, etc.) will have to remake taking it into account the commentaries from the teacher. Written examinations will take place in the classroom at predetermined dates and times.

In class assignments, homework and examinations 50%

Midterm examinations 25%

Final examination 25%

Bibliography

TEXTBOOKS:

* De la Vega, Lequerica y Carmen Salazar, *Avanzado: Gramática española y lectura*, 4, John Wiley, Nueva York, 1997, Español, 047116707X, []

SUPPORTING MATERIAL:

Diccionarios

Diccionario consultor ESPASA. (1998). Madrid, España: Espasa.

Diccionario didáctico de español (1997). Madrid, España: CESMA.

Diccionario fundamental del español de México. El Colegio de México. México, D.F.: FCE, 1982.



Diccionario general de la lengua española ilustrado. (1997). Barcelona, España: Bibliograf.
 Diccionario Porrúa de sinónimos y antónimos de la lengua española. 10ª. ed. México, D.F.:
 Porrúa.
 Diccionario visual Grijalbo: español, francés, inglés y alemán. (1997). México, D.F.: Grijalbo.
 Smart diccionario: español-inglés, English-Spanish. (2000). Ed. del milenio. Barcelona,
 España: Océano.

Páginas de WEB

La Página del Idioma Español
<http://www.el-castellano.com>

Página del Idioma Castellano
http://www.arcom.net/belca/como_esc/index.html

<http://ezinfo.ucs.indiana.edu/~jsoto/lengua.html>

Rayuela - Centro Virtual Cervantes
<http://cvc.cervantes.es/aula/rayuela/>

The Conjugation Trainer
<http://www.geocities.com/TheTropics/Island/9069/ConjugationTrainer/>

Ejercicios de gramática
<http://php.indiana.edu/~jsoto/ejercicios.html>

Pronunciación del español
<http://users.why.net/macabut/webspan/pronun/ws-pronun.html>
 Songs in Spanish
<http://www.nacnet.org/assunta/cancion.htm>

Spanish Language Exercises
<http://mld.ursinus.edu/~jarana/Ejercicios/>

Trabalenguas
<http://www.nacnet.org/assunta/trabalen.htm>

Cosas del Español - Nuestra Lengua
<http://www.acu-adsum.org/jlb.idioma.espanol.html>

Mundo Hispánico
<http://www.ac-toulouse.fr/espagnol/>

Real Academia Española de la Lengua
<http://www.rae.es/>

Spanish Language Resources
<http://www.artsci.wustl.edu/~langlab/Spanish.html#H>

Spanish Language Sites
<http://polyglot.lss.wisc.edu/lss/lang/spanish.html>

The Spanish Speaking Countries Web Page
<http://edb518ea.edb.utexas.edu/html/latinamerica.html>



HI1006: Spanish for Business Purposes I

CIP: 160905 Spanish Language and Literature

Academic Department: Languages

C - L - U: 3 - 0 - 8

Equivalents: IP1012

Course objective:

To understand phrases and vocabulary related to personal and labour topics. To read and understand specific information in simple texts. To know and value Spanish speaking countries labour culture.

Course Subjects:

Subject 1: Labour Relations

Subject 2: The Company World

Subject 3: Management Styles

Subject 4: Trade and Publicity

Didactic Technique:

Not Specified

Estimated time for each subject:

Subject 1	9 hrs.
Subject 2	9 hrs.
Subject 3	9 hrs.
Subject 4	9 hrs.
Review	6 hrs.
TOTAL	42 hrs.

COURSE POLICIES:

- Attendance is very important. According to the Academic Regulation of the ITESM, you must attend at least 88% of the classes in order to be permitted to write the final examination. This 88% mean that only you can be absent 6 times throughout the semester.
- Punctuality is also an issue. Arriving late to class twice is equivalent to an absence. The classes begin 5 minutes after the hour in which they are programmed and 5 minutes finish before, this for time is given to allow students sufficient time to get from one class to another one.
- Students can be no more than 10 minutes late for classes.

EVALUATION POLCIES:

Assignments and in class activities	40%
Quizzes and oral examinations	40%
Final examination	20%
Total:	100%

Bibliography

TEXTBOOKS:

* González, Marisa., Socios / Marisa González., Barcelona: Difusion, 2002., [8484431150]

SUPPORTING MATERIAL

Centro de Información Bibliográfica y Biblioteca Digital del Tec:

<http://biblioteca.itesm.mx> y <http://www-cib.mty.itesm.mx/>

Vocabulario y frases útiles: <http://www.fodors.com/language>

Vocabulario: <http://www.studyspanish.com>, <http://www.vokabel/spanish.html>

<http://www.mccsc.edu/~rlee/tutor1.html>



<http://cvc.cervantes.es/oteador>
<http://cvc.cervantes.es/aula/rayuela/>
<http://www.mexico-travel.com/mexico/owa/sectur.inicio>
<http://www.elfinanciero.com.mx/>
<http://www.economista.com.mx/>
<http://www.businessspanish.com/index.htm>
<http://www.cnn.com/>
<http://www.cnnenespanol.com/>
<http://www.cpware.com/dof/dof.html>
<http://www.t-bird.edu/>
<http://www.hmco.com/>
<http://www.infoport.com.mx/>
<http://www.infosel.com/>
<http://mx.invertia.com/juego/default.asp>
http://mexicochannel.net/menu2_en.htm
<http://www.revistapym.com.co/>
http://mx.yahoo.com/Medios_de_comunicacion/Economia_y_negocios/Periodicos/
<http://www.bancomext.gob.mx/espa/pbmxtinfo.html>
<http://www.ziplink.net/~cspanish/>
<http://www.shcp.gob.mx/ieo/index.html>
<http://www.worldbiz.com/bizspain.html>

HI3015/IP3026: Spanish for Medicine

Academic Department: International Programs

C - L - U: 3 - 0 - 8

Prerequisites: None.

Equivalents: HI3015

Course objective:

To give to students an opportunity to communicate in Spanish in a precise and professional manner with patients, colleagues and hospital personnel. The instruction of the classroom will combine with practices in the community.

Course Subjects:

Subject 1 Mexico a multicultural nation

Subject 2 Historical relations with the United States

Subject 3 Mexican nationalism versus Yankee Imperialism.

Subject 4 Mexico and the United States in the Cold War.

Subject 5 Constructing the bases of a new understanding.

Subject 6 The current situation

Didactic Technique:

Not specified

EVALUATION POLICIES:

Policies of suggested evaluation:

Partial examinations 70%

Final Examination 30%

Bibliography

BOOKS FOR CONSULTATION:

* Aréchiga, Hugo y Luis Benítez Bribiesca, Un siglo de ciencias de la salud en México, Fondo de Cultura Económica, México, 2000, Español, [9681656490]

Professor Profile:

- Academic degrees: Masters in Spanish language and Literature or Spanish education; Doctorate in Spanish language and Literature or Spanish education.
- Recommended experience: Major to two years in the area.

HI3004/IP3002: Spanish for Heritage Speakers

Academic Department: International Programs

C - L - U: 3 - 0 - 8

Prerequisites: None.

Equivalents: HI3004

Course objective:

- Discourse enunciation system of Spanish.
- Noun and its modifiers. Indicative and subjunctive tenses.
- Connecting and related words.
- Indirect discourse and pronominalization.
- Word formation.
- Orthography and accent marks.
- Reading and writing techniques.
- Speech variations, language registers and idiomatic expressions.

Course subjects:

Subject 1 The Spanish system of enunciation of the speech

Subject 2 The noun and its modifiers

Subject 3 The simple times of the indicative and subjunctive

Subject 4 The times composed of the indicative and subjunctive

Subject 5 Logical connectors and the nexuses

Subject 6 Indirect speech

Didactic Technique:

Not specified

Bibliography

TEXTBOOKS:

* Samaniego, Fabián, Francisco X. Alarcón y Nelson Rojas, Nuestro Mundo: Segundo curso para hispanohablantes, D.C. Heath, Lexington, MA, []

HI3007/IP96032: Advanced Composition

Academic Department: International Programs

C - L - U: 3 - 0 - 8

Prerequisites: None.

Equivalents: HI3007, IP3007

Course objective:

- Synonymous and antonymous
- Denotative and connotative meaning.
- Accentuation rules.
- Syllable division.
- Subordinate links.
- Paragraph elements: main, secondary, and complementary ideas.
- Prefix and suffix in Spanish.
- Monosyllable words accentuation.
- Paragraph functions.
- Punctuation.
- Words written together and separated.
- Coordinated links that indicate cause, condition, purpose, and consequence.
- Post-writing: word use revision, tones, punctuation, text order, ideas and functions structure in paragraphs.
- The essay.

Course Subjects:

Subject 1 The Paragraph

Subject 2 Texts with expressive function.

Subject 3 Texts with expressive function

Subject 4 Texts with informative purpose-referential

Subject 5 Texts with informative purpose-referential

Subject 6 Texts with informative purpose-- argumentative

Subject 7 Texts with informative purpose-- argumentative

Subject 8 Texts with poetic function

Didactic Technique:

Not specified

Estimated time for each subject:

16 weeks of class (usual semester schedule)

6 weeks of class (summer schedule)

EVALUATION POLICIES:

1. Assignment, quizzes, in class work etc 30%
2. Midterm examinations..... 30%
3. Assignment, review, report, test10%
4. Final examination30%

Bibliography

TEXTBOOKS:

* Herrera Lima, María Eugenia, ¡Redactar!, 2, Patria, México, 1995, Español, []



NI2006: Doing Business in Mexico

CIP: 521101 Businesses/Commerce/International industries

Academic Department: International Business

C - L - U: 3 - 0 - 8

Prerequisites: Tofel minimum 523points

Equivalents: IP2012, IP96071

Course objective:

- History and political environment of Mexico: from the formative period to present time.
- Cultural patterns and business protocol.
- Mexican economy in the 70s and 80s; under presidents Salinas, Zedillo and Fox.
- Structure and use of a Business Plan.
- General principles under Federal Labour Law, Mexican labour unions.
- Management styles, working behaviour and attitudes.
- Foreign companies and foreign investment in Mexico.
- The maquiladoras industry.
- Infrastructure in communications and transportation.
- Mexico's trade agreements.

Course subjects:

Subject 1 The history of Mexico and the political atmosphere

Subject 2 Cultural norms and the protocol of the businesses

Subject 3 The Mexican economy

Subject 4 Business Planning

Subject 5 Labour conditions in Mexico

Subject 6 Management styles

Subject 7 Foreign companies and investment in Mexico

Subject 8 Assembly plants, corporations and foreign investment in Mexico

Subject 9 Infrastructure

Subject 10 Mexican commercial treaties

Subject 11 The presentation and evaluation of business plans

Didactic Technique:

Not specified

Estimated time for each subject:

Subjects 1 and 2	6 hrs.
Subjects 3 and 4	15 hrs.
Subjects 5 and 6	9 hrs.
Subjects 7, 8, 9	12 hrs.
Subjects 10 and 11	6 hrs.
Total	48 hrs.

EVALUATION METHODS:

Presentations 30%

Business Plans 30%

Assignment, exams, briefings and participation 40%

Bibliography

TEXTBOOKS:

* Kras, Eva S., Management in two cultures: bridging the gap between U.S. and Mexican managers / Eva S Kras, Yarmouth, Me.: Intercultural Press, 1995, [0585348898]



EC00821: Economics **

Course creditable by proficiency test

CIP: 450601 Economics, General.

Academic Department: Economics

C - L - U: 3 - 0 - 8

This course is associated with the following programs:

3 IA 03, 3 IAP00, 3 IAZ00, 1 IBT04, 1 IC 00, 1 IEC00, 2 IEC99, 2 IFI00, 1 IIA00, 1 IIA03, 1 IIS00, 1 IIS00A, 1 IIS00B, 1 IIS00L, 1 IIS03, 1 IIS03A, 1 IMA00, 1 IMA00A, 1 IME00, 1 IME00A, 1 IME03, 1 IME03A, 1 IMT00, 1 IMT04, 1 IQA00, 1 IQS00, 1 ISCO0, 1 ISCA00L, 1 ISE00, 1 ISIO0, 2 ISI99, 1 ITC01, 1 ITC02, 1 ITE01, 1 ITE02, 2 LCQ00, 4 LCQ04, 3 LED03, 3 LED04, 5 LLE00, 5 LPO00, 3 MC 00

Prerequisites: None.

Equivalents: EC1001, EC95821, EC99821

Course objective:

To introduce to the student to economic concepts, logical tools and processes related to the field of economics. Students will also learn to develop an understanding of the present economic situation with emphasis on the analysis of economic agents.

Course subjects:

Subject 1 Introduction to economics

Subject 2 Use of graphs in the Economy

Subject 3 Production, specialization and exchange

Subject 4 Supply and Demand

Subject 5 Elasticity

Subject 6 Applications of supply and demand

Subject 7 Macroeconomic questionings

Subject 8 National accounting

Subject 9 Demand and added supply recent tendencies and cycles in the economy of Mexico.

Subject 10 Added cost and the GIP

Subject 11 Fiscal policy and changes in the cost

Subject 12 Money and banks

Subject 13 Added and the policies fiscal and monetary demand

Subject 14 International commerce

Subject 15 Balance of payments

Subject 16 Growth and development

Subject 17 Economic systems

Suggested didactic technique:

Not specified

EVALUATION METHODS:

Three partial examinations (60%)

Weekly tasks (10%).

Final examination (30%)

Bibliography

TEXTBOOKS:

* Parkin, Michael, 1939-, Macroeconomía, Wilmington, E.U.A.: Addison, 1995, spa, [25133]

*Parkin, Michael, 1939-, Microeconomía / Michael Parkin, Gerardo Esquivel, Marcos ávalos; traducción Astrid Mues Zepeda., 7a ed., version para Latinoamérica., México: Pearson Educación, c2006., spaeng, [9702607183]

BOOKS FOR CONSULTING:

* Fisher, Stanley y Dornbush Rudinger, Economía, Segunda edición, McGraw Hill,



SUPPORTING MATERIAL:

Lectura 1. Salazar José, Contabilidad Nacional, 1995. Lectura 2. Salazar José, Banco central y sistema monetario, 1995.

MT00831 Marketing **

Course **accreditable by proficiency test**

CIP: 521401 Marketing research

Academic Department: Marketing

C - L - U: 3 - 0 - 8

This course is associated with the following programs: 20 CCV03, 20 CIN05, 20 CMK03, 3 CPF00L, 20 CPP03, 4 ISCA00L, 4 ISI00, 5 ISI98, 5 ISI99, 4 ITC02, 3 LAE00, 3 LAE00L, 3 LAE04, 3 LAF00, 3 LAF03, 3 LAF04, 3 LAN00, 4 LATI02, 6 LCC00, 6 LCC03, 6 LCC04, 2 LCDE05, 3 LCPF00, 3 LCPF03, 3 LCPF04, 5 LDI00, 7 LDI04, 2 LEC00, 1 LEC03, 1 LEC04, 3 LEM00, 3 LEM00L, 3 LEM04, 3 LIN00, 3 LIN00L, 3 LIN04, 2 LLN05, 5 LPO00, 4 LSCA00, 4 LSCA99

Prerequisites: None.

Equivalent: MT1001, MT95831, MT97831, PR2229

Course objective:

- To introduce to the student to the field of the marketing research.
- The investigation and information systems of markets.
- The segmentation of the market and the demography.
- The behaviour of purchase.
- The consumer and the business market.
- To study the planning and the development of the product.
- The strategies of product mixtures.
- The marks, the packages and other characteristics of the product.
- The determination of the price.
- The strategies and the policies for the fixation of prices.
- The administration of the distribution channels.
- The sale in detail.
- The administration of the physical distribution.
- The promotional program.
- The administration of the personnel sale.
- To handle concepts in the area of administration of the publicity.
- Marketing research of services and international marketing.

Didactic technique:

Not specified

Bibliography

TEXTBOOKS:

* Lamb, Hair, McDaniel, Marketing, , International Thomson, México, , ESP, []

Material de apoyo:

W. Stanton, M. Etzel y B.J. Walker, Fundamentos de marketing, McGraw Hill, Novena edición

TI2001: E-Business **

CIP: 521201 Information management systems, General.

Academic Department: Information technology

C - L - U: 3 - 0 - 8

This course is associated with the following programs: 5 BTM08, 4 LATI05, 5 LATI08, 4 LSCA05

Prerequisites: None.

Equivalents: SI00001

Course objective:

This course intermediate level course that's goal is to teach the foundations of the electronic commerce and the electronic businesses for the coordination of processes within the companies are provided to students, and towards their surroundings. To analyze the architecture and the processes of information of the electronic business, its impact within the administration of a company as well as the atmosphere in which it is developed. At the end of the course, the student will have developed a understanding of electronic commerce. As a result of learning, in this course, the student will develop the following abilities: Case Analysis cases of application related to the subjects that review in the course Plan of business. This includes the terms of electronic businesses to transform and to generate competitive advantage into the organizations. It identifies the technological infrastructure that qualifies of efficient way the electronic business.

Learning objectives:

- To comprehend the concepts of business and electronic comerse.
- To identify its elements and basic infrastructure.
- To analyze the way in which strategies of electronic business are modified the processes of the business when implementing

Course subjects:

Subject 1 Electronic commerce

Subject 2 Electronic business

Subject 3 E-business networks

Estimated time of each course:

Subject 1 Electronic commerce (16 hours)

Subject 2 Electronic business(16 hours)

Subject 3 E-business networks (16 hours)

EVALUATION METHODS:

Partial examinations: 35%

Case applications (4): 20%

Business plan: 5 %

Design Project and preliminary development: 10 %

Design Project and final development: 20%

Final Examination: 10%

Bibliography

TEXTBOOKS:

* Michael P. Papazoglou, Pieter Ribbers, e-Business: Organizational and Technical Foundations, 1st. John Wiley & Sons, [047083764]

* Electronic commerce 2006: a managerial perspective / Efraim Turban ... [et al.], Upper Saddle River, NJ: Pearson Prentice Hall, C2006, [0131854615]

BOOKS FOR CONSULTING:

* Jim Buyens, Microsoft Visual Web Developer (TM) 2005 Express Edition: Build a Web Site Now! (Build a Web Page Now), 1st, Microsoft Press, [0735622124]



MT00862: Advertising II **

CIP: 521401 Commercialization/Administration of Commercialization, General

Academic department: Marketing research

C - L - U: 3 - 0 - 8

This course is associated with the following programs: 20 CPP03, 6 LEM00, 6 LEM00L, 7 LEM04

Prerequisites: MT00861

Equivalents: MT3011, MT95862

Course objective:

Advertising II is a theoretical-practical course that aims to expand the knowledge of general strategies of the advertising, means, and creativity learned in previous courses. Students will be assigned exercises and tasks to develop specific abilities for professional performance in the area of advertisement. Through completion of an advertisement campaign for an Integra company. The students will apply all the knowledge, techniques and abilities to realistic situations.

The general purposes are:

1. To determine objectives and general strategies of advertisement based marketing analysis and of advertising variables.
2. To determine advertisement budgets and to consider the recovery of the advertising investment.
3. To develop and to execute strategies of planning and advertising means selection.
4. To complete advertisement campaigns.
5. To develop and to execute creative strategies and abilities for the accomplishment of advertisement campaigns.

Course subjects:

Subject 1 Means strategies.

Subject 2 Advertising means

Subject 3 Creative advertising

Didactic Technique:

Not specified

Estimated time of each subject:

Subject 1 15 hours

Subject 2 15 hours

Subject 3 15 hours

EVALUATION POLICIES:

Partial examinations (15 points c/u) 45%

General strategies 5%

The means plan 5%

Creative strategy 5%

Final examination 20%

Advertisement campaign 20%

TOTAL 100%

Bibliography

TEXTBOOKS:

* Berkman y Gilson, Advertising, McGraw Hill, ING, []

SUPPORTING MATERIAL

Software: Media Flight Plan



RN00802: Ecology and Sustainable Development

CIP: 260101 Biology/Biological sciences, General.

Academic Department: Natural Resources

C - L - U: 3 - 0 - 8

This course is associated with the following programs: 83 CPF00L, 83 IIS00L, 83 ISCA00L, 83 LAE00L, 83 LEM00L, 83 LIN00L, 9 MC 00

Perquisites: must be a 5th semester student

Equivalents: RN1002, RN95802, RN97802

Course Objective:

The student will learn about the operation of the ecological and economic systems through analysis of the activities in different levels of the biosphere, in such a way that they develop the capacity to define in interdisciplinary form the origins of the problems of the environment at local, regional and global levels. Students will reinforce their knowledge of the consumption of natural resources through different economic activities. As well as analyzing the environmental impacts that these generate and the form in which the disciplines within the framework incorporate the environmental variables in the exercise of their profession for the solution of problems of the sustainable development. The student will develop attitudes and values such as honesty, responsibility, leadership, and innovating spirit. Students will also develop the commitment of being an agent of change through analysis, synthesis and evaluation of presented/displayed real situations inside and outside the classroom. The student will develop, by means of the completion of diverse activities (readings, cases studies, projects and others) assigned during the course. Students will develop the following abilities: the capacity to learn independently; the critical thought, the work in equipment; the search, the analysis and the evaluation of the information and, the oral and written communication.

Course subjects:

Subject 1 Levels of the biosphere

Subject 2 Natural resources and society

Subject 3 Sustainable development

Subject 4 The environmental impacts of the industrial era.

Subject 5 The application of sustainable development.

Bibliography

El Macroscopio. Hacia una visión global, Joël de Rosnay, edit. AC., edic. 1975, primera edición 1975, Madrid España.

Capítulo 1. A través del macroscopio.

Más allá de los límites del crecimiento, Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, Ediciones El País S.A./Aguilar S.A. de Ediciones, 1993, traducción de Beyond the limits, primera edición 1992.

Capítulo 3. Los límites: Fuentes y Sumideros

Capítulo 4. La dinámica del crecimiento en un mundo finito

Ciencia Ambiental y Desarrollo Sostenible, Ernesto C. Enkerlin, Gerónimo Cano, Raúl A.

Garza, Enrique Vogel, Ed. Thomson Editores.

Geografía de los recursos naturales de México.

Cap. 8. Actividades económicas de México.

Destacar la aplicación histórica de las políticas de desarrollo, desde ecodesarrollo hasta desarrollo sostenible. (1973 a la fecha)

Conocer las variables y los indicadores del desarrollo sostenible.

Diferenciar la operación interdisciplinaria del capital humano, el capital manufacturado y el capital natural en el modelo de desarrollo sostenible.



Más allá de los límites del crecimiento, Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, Ediciones El País S.A./Aguilar S.A. de Ediciones, edic. 1993, traducción de Beyond the limits, primera edición 1992.

Capítulo 7. Transición hacia un sistema sostenible.

Sociedad y Medio Ambiente, Jesús Ballesteros, José Pérez Adán, Edit. Trotta, edic. 1997, Madrid

Capítulo 8. Ambientalismo Corporativo

Capítulo 9. El desarrollo

Libre Comercio y Equilibrio Ecológico, Roberto Bermejo, Edit. Bakeaz, 1996, ISBN: 84-88949-15-4

Cap.: Comercio sostenible 1

Cap.: Comercio sostenible 2

Cap.: Política ambiental de los organismos y tratados internacionales

Medio Ambiente y Desarrollo Sostenible, Más allá del informe Brundtland, Salah El Serafy, ISBN. 84-8164-157-X

Cap.: Sostenibilidad, Medición de la Renta y Crecimiento.

Categorizar, de forma regional, los impactos ambientales causados por las actividades económicas de producción y consumo.

Conocer y comparar las herramientas para el análisis costo-beneficio de los impactos ambientales regionales: costo total de producción, costo privado, costo social y otros.

Avances en evaluación de impacto ambiental y ecoauditoría, Manuel Peinado Lorca, Íñigo M. Sobrini Sagaseta de Ilúrdoz, Editorial Trotta S.A., edic. 1997.

Capítulo 2. Consideraciones generales sobre la identificación y valoración de impactos

Capítulo 7. Desarrollo sostenible y economía ecológica en la evaluación de impacto ambiental.

Capítulo 15. Evaluación ambiental estratégica aplicada a políticas, planes y programas.

Capítulo 18. La evaluación de impacto ambiental y sus aplicaciones al desarrollo empresarial.

Sociedad y Medio Ambiente, Jesús Ballesteros, José Pérez Adán, Edit. Trotta, edic. 1997, Madrid

Capítulo 8 y 9.

Managing The Environment: The role of economic instruments, OECD, Prof. J.B. Opschoor, Dr. A.F. de Savornin Lohman, Dr. H.B. Vos.

Capítulo 2. Economic instruments, Policy Contexts and Economic Analysis.

Instrumentos Económicos para un comportamiento empresarial favorable al ambiente en México, Alfonso Mercado, ISBN: 968-16-5797-7

Cap.: La Experiencia en la aplicación de instrumentos económicos.

Sociedad y Medio Ambiente, Jesús Ballesteros, José Pérez Adán, Edit. Trotta, edic. 1997, Madrid.

Capítulo 5. La empresa como problema ecológico.

Capítulo 6. La empresa como solución.

Green Gold, Curtis Moore y Alan Miller, Beacon. Boston. ISBN: 08070-8530-8.

Cap. 3. "The World Market and American Decline". pp. 59-76.

Cambiando el Rumbo, Stephan Schmidheiny, FCE.Mex. ISBN: 968-16-3752-6.

Cap 1. "La empresa del desarrollo sostenible".

Cap 11. "Administrar el cambio en la empresa".

ISO 14020s environmental labelling-marketing: efficient and accurate environmental marketing procedures, W. Lee Kuhre, Edit. Prentice Hall, 1997, ISBN 0-13-252149-0

Cap. 1, Cap. 2, Cap. 3, Cap. 5 y Cap. 6

Psicología ambiental: un enfoque general Autor Personal, Holahan, Charles J., vers. de Miguel Angel Vallejo Vizcarra Pie, México: Noriega Limusa, 1991, 467 p.: il. ; 23 cm., Traducción de: Environmental psychology ISBN: 968-18-3767-3

Cap.: Stress Ambiental

Guía ISO 14000, Las nuevas normas internacionales para la administración ambiental, Joseph Cascio, Gayle Woodside, Philip Mitchell, Edit. Mc Graw Hill, 1997, ISBN 970-10-1342-5

Cap.: ISO 14000

Metodología de enseñanza y actividades de aprendizaje:

Desarrollar los temas correspondientes dentro del salón de clase aplicando diversas dinámicas.



Didactic Technique:

Not specified

Estimated time of each subject:

Class hours

Subject 1, Organization levels	4
Subject 2, Natural resources	4
Subject 3, Sustainable development	10
Subject 4, Environmental impacts	15
Subject 5 Application of sustainable development	15
TOTAL	48

EVALUATION POLICIES:

Partial Examination 40%

Final Project 30%

In class activities and individual tasks 20%

Coevaluation and Selfevaluation 10%

Final evaluation Final presentation of projects 20%

Partisans 70%

Final examination 10%

AV00833:Photography

CIP: 090101 Communication sciences

Academic Department: Audiovisual

C - L - U: 3 - 0 - 8

This course is associated with following programs: 4 LCC03, 4 LCC04

Prerequisites: H 00821

Equivalents: CO00833, CO95833

Course objective:

- To understand the development, elements, techniques and tools of construction historical photography.
- To apply the basic principles of the visual communication related to the production of photographs.
- Gain knowledge about the process of production of visual messages from the analysis of the basic elements of the photography: camera, film, illumination and exhibition.
- To apply the basic techniques of the black and white photography in and color in the production of visual messages.
- To apply the techniques adapted for the production of journalistic, advertising, commercial, industrial and artistic photography.

Course subjects:

Subject 1 The history of photography

Subject 2 The camera and its characteristics

Subject 3 The black and white film

Subject 4 The colour film

Subject 5 Illumination

Subject 6 The composition and manipulation of images

Subject 7 The use of photography as an element of communication

Subject 8 Styles of photography

Subject 9 New technology and the photograph

Didactic technique:

Not specified

Bibliography

TEXTBOOKS:

* Michael Langford, La fotografía paso a paso: un curso completo, Hermann Blume Ediciones, Madrid, 1991, ESP, []

SUPPORTING MATERIAL

Paquete computacional para digitalización de fotografías (Photoshop 3.0 para Macintosh).

AG1006: The use and Management of Water

CIP: 011102 Agronomy and Handling of Cultures

Academic Department: Agronomy

C - L - U: 3 - 0 - 8

This course is associated with the following program: 3 IA 08

Prerequisites: IG00821 and MA00816)

Equivalents: IG95831

Course objective:

- To identify the hydrologic elements fundamental to enable structures of irrigation and glasses of storage.
- To examine the relationship between the ground, the water, the plant and water handling.
- To explore the fundamentals of topography topographical and planimetric, same elements that allow to the development of structure of irrigation and drinking trough.
- To determine the proportions structures to apply water to the cultures.
- To study the underground water and well hydraulics.

Course subjects:

- Subject 1 The hydrological element and qualification of prey
- Subject 2 The relationship between water, plants and irrigation
- Subject 3 Design of Earth leveling and topographic practices.
- Subject 4 Design of structures for application of water to the cultures.
- Subject 5 Hydraulics of wells and underground water

Didactic technique:

Not specified

Estimated time of each subject:

Subject 1	9 hours
Subject 2	10 hours
Subject 3	9 hours
Subject 4	12 hours
Subject 5	8 hours

Total 48 hours

EVALUATION POLICIES:

3 partial Examinations 40%

Tasks and problem solving 20%

Final examination 40%

Bibliography

TEXTBOOKS:

* Wit Chow, David R. Maidment y Larry Mays, Hidrología aplicada, Primera edición, McGraw Hill Interamericana, Santa Fe, Boston, Columbia, 1994, , []

* Larry G. James, Principles of farm Irrigation system design, John Wiley and Sons, 1988, []

Material de apoyo:

Folio Título (Video

190901 VEP: Plant-Soil-Water relationship (Vol. 1)

191101 VEP: Pump selection application and use (Vol. 2)

191001 VEP: Basic hydraulics, wire sizing and selection valves and fittings (Vol. 3)

191201 Sin agua no hay futuro: La llave para el manejo efectivo del agua.

(Biblioteca electrónica, C1-B 2o. piso)

Software: Irricad (Nelsen). Land design pro.

