

Global Learning Semesters

Course Syllabus

Course: International Business in Mexico

Department: Business

Host Institution: Universidad Autónoma de Guadalajara, México



Course Summary		
Course Code	Course Title	Recommended Credit Hours
n/a	International Business in Mexico	3
Subject	Contact Hours	Prerequisites
International Business	42	None
Department	Level of Course	Language of Instruction
Business	Upper-Division	English & Spanish

Course Description

This course's main objective is to introduce students to international business in Mexico with a strong emphasis on Mexican-US relations.

Prerequisites (if applicable)

None

Instructor

Professor Enrique Lazcano

Course Outline

Introduction

1. Mexico - US Relations:
 - a. Commercial Trade
 - b. Oil
 - c. Foreign Investment in Mexico
 - d. "Maquiladoras" (Labor factories)
 - e. Tourism and Fisheries
 - f. Migrant workers and smuggling
 - g. External Public Debt
 - h. North American Common Market
2. North American Free Trade Agreement (NAFTA):
 - a. Basic Concepts
 - b. Evaluation
 - c. Summary of Contents (in Spanish)
3. The Human Side of International Business
4. Globalization

Duration: 36 hours (+ 6 hours of co-curricular site visits with required written reports)