Outline of Proposal for SDGs Online Cross-Registration: Online Exchange Program (OEP) focusing on SDGs

General Information

Name of University/ Institution	**Universidad de Monterrey**	
Brief Introduction of the University/Institution	Universidad de Monterrey, a Mexican private university internationally accredited (SACSCOC, AACSB, AMBA, and ABET), strives to provide students with an international education based on humanistic ideals and to graduate professionals with the ability to perform in international and intercultural contexts.	

Country/Territory	Mexico / Nuevo Leon	City	San Pedro Garza Garcia
Address	Av. Ignacio Morones Prieto 4500 PTE. Col. Jesus M. Garza. 66238 San Pedro Garza Garcia, N.L.	Telephone Number	(52) 81 8215 1397
Fax Number		Official University/Institution Website	www.udem.edu.mx

UMAP Contact Person	Name	Hilde Gonzalez
	Organization/Office	Universidad de Monterrey / International Programs Office
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Program Information

Name of Subject	**International Negotiation Models**	Name of Faculty	Business Administration
Name of Department			

Program Description & syllabus

GENERAL OBJECTIVE OF THE SUBJECT
Learning the models, techniques and tools necessary to develop skills that enable an efficient negotiation in the international context.

Course description
1. The World of International Business
· Understand the basic concepts of International Business.
1.1 International Business
1.2 The Challenge of International Business
1.3 The Multinational Company

2. The International Business Environment
· Understand the critical elements of International Business Environment.
2.1 International Politics and Economic Integration
2.2 International Culture
2.3 International Treaties
2.4 International Finance

3. Business Strategies
· Understand the global strategic planning and functional strategies of a Multinational Company.
3.1 Global Strategic Planning
3.2 Organizational Strategy
3.3 Production Strategy
3.4 Marketing Strategy
3.5 Strategic – Human Resources Management (HRM)
3.6 Trading Strategy and Political Risk
3.7 International Finance Management

4. International Business Strategies in the World
· Identify the factors for development in different regions of the world.
4.1 Corporate Strategy and Competitiveness
4.2 Doing Business in the European Union
4.3 Doing Business in Japan
4.4 Doing Business in North America
4.5 Doing Business with countries without trade agreements

5. International Business Horizons
· Understand future challenges in International Business
5.1 Future challenges

Degree Level and/or Grade	Undergraduate	Language of Instruction	English

	University Credits	UTCS converted into University Credits	Definition of UTCS
Number of Credits to Transfer (Timing of credit issuance)	6	3	The definition of UCTS is as follows: One (1) UCTS = 38 – 48 hours of student workload. This includes 13-16 academic hours of instruction. *FYI, please refer to UCTS Users' Guide on UMAP website. (http://umap.org/ucts/)

Means of Transmission (e.g. via Zoom, etc.)	Zoom and/or Blackboard Collaborate	Number of Lectures	32
Number of class Hours	1.5	Total Teaching Hours	48hours
Independent Study Hours	48hours	Student's Total Workload	96hous
Program Fee	None		

Requirement

Language Proficiency	**B2**	
	We accept native English speakers and/or a certificate issued by the home institution if English is used as the medium of instruction.	Yes

GPA	78/100	Others (if any)	None

Program Schedule

Length	**1 term**		
From	**1-Aug-23**	To	**5-Dec-23**
Day of week	**every Wednesday in Mexico (Thursday in Japan)**	Time of class(Standard Time)	**1:00 - 2:30 am(JST)**

Participants

Number of acceptable participants	**2**		

Application Period

From	**10-Jul-23**	Until (Deadline)	**21-Jul-23**

Certificate

The month you issue the certificate	**Beginning of February**

Others

If there are any other facts to inform, please specify.	students must be online for all sessions, at the time dictated in Mexico (1:00 am in Japan)