

New Mexico Highlands University
School of Business Administration
Las Vegas, New Mexico

Doing Business in Mexico
MGMT 435
Spring 2006 – Intersession Course

Professor:

Dr. Luis Ortiz

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Office Hours:

Friday 9:00 a.m.-11:30 p.m. and 12:30-2:30 p.m. or by appointment

Class Times:

Doing Business in Mexico – May 14-May 30, 2006

- We leave Sunday to South Texas where we will join up with University of Texas – Pan American Students and off we go to learn hand on how to conduct business in Mexico.

Text: Instructor Provided

Course Description:

Learn (hands on) about doing business in Mexico by touring six Mexican cities & visiting 11 Mexican states. We will visit major economic and tourist destinations along the way. We will visit 3 major universities one in Monterrey, Guadalajara, & Mexico City. We will visit major museums in Monterrey, Saltillo, Zacatecas, Guadalajara & Mexico City (Teotihuacan the “must see” World Heritage Archaeological Site). - and of course plant & business tours will also be included!

Teaching Methods

The class will be presented as a bus tour using a modern air-conditioned bus equipped with a restroom and video system. Only 4-star hotels will be used along the way with students sharing a room with another person for \$850, with two others for \$745 or three others for \$695. - pay to the School of Business Administration “EDC”. Spending money

would depend upon your personal preferences, but about \$25.00 per day should be plenty.

The course incorporates different teaching approaches: lecture, assignments, group work, class discussions and self motivation/self-learning “owning your own behavior” are essential to pass this course. .

Philosophy and of Performance Objectives the Course – Students who successfully complete this course should be able to:

- Articulate the importance of “doing business in Mexico” to the effectiveness of organizations globalization. Interpret, critically analyze, recommend, and defend with supporting evidence feasible courses of action for actual real life situations of doing business with Mexicans.
- Describe the major factors affecting business with Mexico and the behavior of individuals, groups within organizations and customers of the nations.
- Effectively demonstrate both written and oral communication skills crucial for success in the real world of business. Demonstrate computer literacy, critical thinking, and class participation skills.

Global Awareness Integration

The focus of this course is on a general overview of international negotiations. Every student will incorporate examples, ideas, thoughts and experiences (self or others) of business in a global basis. The instructor will add to this global awareness from his experiences in dealing with the maquiladora industry along the Mexico and United States of American’s border, public and private organizations in the USA, non-profit organizations in Australia, on-line work with worker’s in Spain and service the industry in Canada. Organizations that the instructor has worked with include Invacare, Seagate, Eaton, Bard, Keytronic, TRW, BBB, Lucky Goldstar, CPM, Siemens, Lucent, Delnosa-Delphi, Rey Mex Bra, Bissell, Nokia, Whirlpool and AMMEX.

Attendance

Due to the short nature of the class prefect attendance is mandatory.

People generally remember:

10% of what they read

20% of what they hear

30% of what they see

50% of what they both see and hear

70% of what is discussed with others

80% of what they personally experience (at least you’ll get a B)

90% of what they teach others

***Instructor reserves the right to change or alter the course material as deemed necessary as the class progresses.**