

ITESM Summer Program 2010 at OSU

Lo Importante es Conocer

By Miriam Lozano

Traveling and seeing other places is always fascinating because it changes routines and gives one the opportunity to acquire knowledge through lived experiences. It is even more valuable if the traveling is within an academic framework. Tecnológico de Monterrey (ITESM), through the Northern Zone Rectory, which offers such an opportunity to its students, has now made the opportunity available to its professors – to improve their English skills.

This opportunity began with Oklahoma State University (OSU) this summer of 2010. Forty professors and thirty-two students attended business, engineering and English classes for a month.



The forty professors, coming from several campuses of ITESM, went back to being students to attend English classes to improve their TOEFL score; and hence, to teach their classes in English.



This opportunity, directed by Claudia Gutierrez in the International Programs of the Northern Zone, for the training of its professors, was incomparable and complete. The ITESM professors' and students' time at OSU was not limited to academic activities; there were also information and recreational visits to acquaint them with this American state. Below are some of the visits:

The recreational visits included visits to a baseball stadium, a concert by the Stillwater Community Band, and a tour of a winery to know first-hand about the production of wine.



Governmental representatives from the State of Oklahoma gave a presentation explaining, in detail, the actions taken by the Oklahoma Legislature to create laws and programs for the community.



Representatives from the Stillwater Chamber of Commerce also gave a presentation. During this presentation, the professors established contact with the Director of Economic Development. Later in the month, he gave them a tour of the Oklahoma Research & Technology Park, where he expressed interest in receiving businesses with Mexican products that might be appealing to Americans.

Here, it is also important to mention that OSU has an ITESM liaison office on its campus. This office promotes the linkage between the two schools. The infrastructure offered by ITESM in Stillwater can help businesses that want to promote their products in this American city. For this reason, it is expected that businesses that are incubating at ITESM could receive support to introduce their products to the State of Oklahoma.

Having a liaison office at OSU is definitely an advantage that ITESM offers to its professors, students and any business that might be interested in Oklahoma.



A copy of the original article in Mexico...

negocios

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TECNOLOGICO DE MONTERREY

ENH Escuela de Negocios y Humanidades



OPORTUNIDADES DE VISITA PARA ALUMNOS Y PROFESORES

Lo importante es conocer

Lo importante es conocer. Este es el mensaje que se transmite en la Escuela de Negocios y Humanidades (ENH) del Tecnológico de Monterrey. Durante una visita guiada por el campus, se resalta la importancia de la formación integral y el desarrollo de habilidades blandas que permitan a los estudiantes enfrentar los desafíos del mundo laboral.

En un momento de la visita, se menciona que la ENH busca formar profesionales que no solo tengan conocimientos técnicos, sino que también sean capaces de comunicarse, trabajar en equipo y resolver problemas de manera creativa. Este enfoque integral es lo que hace de la ENH una institución líder en la formación de líderes del futuro.



UNA VISITA GUIADA POR EL CAMPUS

PARA ALUMNOS Y PROFESORES

DE LA ESCUELA DE NEGOCIOS Y HUMANIDADES



La ENH ofrece una amplia variedad de programas de estudio que abarcan desde áreas tradicionales como el marketing y la administración, hasta disciplinas más innovadoras como el emprendimiento y la responsabilidad social corporativa. Este enfoque integral es lo que hace de la ENH una institución líder en la formación de líderes del futuro.