

Country	Subject	Main business topics and concepts addressed in syllabus	No. Students	Activities	Platform & technology	Sessions	Final project	Assessment
Mexico/ Netherlands	Business Opportunities at Global Markets/ Intercultural Communication Skills	-Business plan -Structure of Asian, European and Latin American markets -Strategies for business opportunities	44/34	Icebreaker Mindmap Infographic Learning diary	Zoom Skype Facebook Face Time Whatsapp Google Drive Feedback fruits	2 sessions per week during 4 weeks each semester + additional hours outside classroom	Oral presentation and written report	Survey
Mexico/ United States	International Business Negotiation/ Marketing the Art Internationally	-International business environment -Political, economic, cultural and social systems in global business -Business strategy	42/19	Icebreaker Q&A from lectures Power point presentation Reflections	Zoom Skype Facebook Face Time Whatsapp Google Drive Feedback fruits	2 sessions per week during 4 weeks each semester + additional hours outside classroom	Oral presentation and written report	Survey
México/ United States	Business Opportunities in Asian Markets / International Law	-Methods & models for analysis -Demography, geography and cultural aspects -Political and economic systems in Asia -Legal system for business	7/6	Icebreaker Q&A from lectures Debates Learning diary	Zoom Skype Facebook Face Time Whatsapp Google Drive Feedback fruits	2 sessions per week during 4 weeks each semester + additional hours outside classroom	Oral presentation and written report	Survey
México/ United States	International Organizational Behavior/ International Marketing	-Globalization & organizational behavior at multinational firms -Foundations for motivations and needs at work -Ethics, values & emotions at multinationals firms -Communication and negotiation	43/33	Icebreaker Mindmap Infographic Learning diary	Zoom Skype Facebook Face Time Whatsapp Google Drive Feedback fruits	2 sessions per week during 4 weeks each semester + additional hours outside classroom	Oral presentation and written report	Survey

Table 1. Brief description of COIL Project at UDEM Business School

Source: Elaborated by authors

Reference:

Nava-Aguirre K.M., Garcia-Portillo B.I., Lopez-Morales J.S. (2019) Collaborative Online International Learning (COIL): An Innovative Strategy for Experiential Learning and Internationalization at Home. In: Gonzalez-Perez M., Lynden K., Taras V. (eds) The Palgrave Handbook of Learning and Teaching International Business and Management. Palgrave Macmillan, Cham https://link.springer.com/chapter/10.1007/978-3-030-20415-0_34