Doing Business in Latin America

BUSINESS STUDIES IN LATIN AMERICA, 15TH EDITION

January 22 - April 27 2018
30 Credits = ECTS

Fundación UADE is a 50 year old, private, urban, fully accredited, comprehensive university with a modern, high-tech, safe campus located in the centre of Buenos Aires. Renowned for its business undergraduate, graduate and professional degrees UADE has 22,000 undergraduate students and 500 graduate students.

Buenos Aires is the most important, attractive and dynamic city in Argentina, as well as one of the region's leading cities. Its blend of cultural activity, historical buildings and other attractions make it unique in South America. The city’s Latino charm is complemented by an exquisite gastronomic offering...

PROGRAM BENEFITS

Business Studies in Latin America is the most complete Latin American Business Program available offered by Fundación UADE.

Participants have the opportunity to build a strong set of skills for effectively doing business in Latin America, through:

- On-Site Learning in Buenos Aires: The city’s elegance, business orientation and blend of genuine Latin and European tradition make it the best option for foreign students.
- Established track record
- Highly qualified professors and lecturers.
- Cooperation with companies, entrepreneurs and trade associations for visits, case studies, industry speakers and practical situations.
- International Student Body: Students from Finland, France, Russia, Germany, Sweden, UK, USA, Brazil and Argentina have participated in past editions.

OTHER ADVANTAGES

- Argentine Buddy Program: a mentoring program aimed at fostering new bonds between local and foreign students. Facilitates social and academic integration to our city and University. It’s an enjoyable experience that will give you the opportunity to meet people from other cultures in an informal environment. Activities may include: Saturday Shopping & Dinner Twist, City Treasure Hunt, Asado Criollo (Best Beef in the world!) and Mi Buenos Aires Querido Drama Festival (You can perform!).
- Cultural activities to improve your Spanish, to get to know Argentina and experience Buenos Aires as a local: typical food and drinks, music, dances, sports, festivals and celebrations.

Further information:

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**PROGRAM SECTIONS AND COURSES**

Course load: 14 weeks (280 contact hours), Monday to Thursday. 30 ECTS.

**Level:** Advanced Undergraduate or First Year Master students specializing in business, finance, economics, marketing or human resources.  

**Language:** Spanish lessons are offered at three different levels (Basic, Intermediate and Advanced), depending on the student’s previous knowledge.

**Certificate of Approval:** for students who meet academic and attendance requirements.

**Certificate of Attendance:** for students who meet attendance requirements.

### COURSES

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| Leadership and Negotiation in Latin Emerging Markets| • Understanding effective negotiation styles for doing business in Latin America.  
• Cases and intercultural simulation of trade Negotiations. This class gives students the opportunity to discover their own potential by developing interpersonal and leadership skills.  
• Overview of the Latin American Legal System. |
| Managing Entrepreneurship in Latin America          | • Understanding Entrepreneurial Dynamics in Latin America; Development Inside Corporations and Within Family-Based SMEs.  
• Entrepreneurial Centers: Incubators and Local Innovation Systems. Entrepreneurial Support Activities and Institutions.                                                                                     |
| South America Strategic Management                  | • Strategies for Penetrating Foreign Markets, Search of Competitive Advantage in Foreign Markets.  
• Strategic Corporate Alliances. Foreign Partners.  
• Market Strategies for Emerging Economies.  
• Opportunities, Challenges and Risks of Doing Business in Argentina, Brazil, Chile and Mexico.                                                                                                               |
• B2B and B2C Sales Strategies.  
• Regional Differences in Sales and Marketing.  
• Case Studies / Visits to Marketing and Advertising Agencies.                                                                                                                                            |
• Business Spanish: Terminology, Practice of the most relevant Business Situations for a Foreign Business Partner.                                                                                          |
| Latin American Design 5 Credits (*)                 | • Overview of Latin American Fashion and Textile Design.  
• Understanding the ethnical and cultural multiplicity of Latin America through Design (Including fieldwork).  
• Distinguish the different historical backgrounds of Latin American countries from a Design perspective.  
• Identify trends originated in Latin America and their worldwide impact.                                                                                                                                   |
| Innovation and Design Thinking                      | • Highly successful companies, such as Apple, Microsoft and others, innovate continuously because of their culture of design-thinking. When done right, this thinking links inspiration and passion to execution and delivery-positively affecting every facet of the product and service.  
• For you to be successful at work, you need to know how to think like a designer when approaching an engineering task alone, but you especially need design-thinking skills when working within a team or leading a team. |
| (*)                                                 | All this optional courses includes a module of Latin American Economics, Political and Culture Overview. Understanding the Latin American economic, political and cultural and Economic Trends in Latin America. |

**Other services included:**

- Assistance to rent off-campus apartments or a room in UADES own campus
- Residence Hall (extra fee)
- Wi Fi Internet Access on Campus
- Library
- Gym and Sport facilities and activities (extra fee)