Business Studies in Latin America, 16th Edition

Unique International Credit Program, delivered 100% in English with international and local students from Argentina

January 21st - April 26th 2019
30 ECTS Credits

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 28,000 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 and an agreeable climate year-round.

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:

- A combination of multiple learning perspectives: Business Spanish Skills, Latin American Economic Issues and Hands-On Latin Business Operational Strategies,
- 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, Canada, Senegal, Tunisia, Denmark, Brazil and Argentina have participated in past editions.

- 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:
UADE Internacional
internacional@uaede.edu.ar

www.uaede.edu.ar
# 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:** Official Transcript of Records awarded by Fundación UADE upon program approval.

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

## COURSES

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<th>COURSES</th>
<th>MAIN CONTENTS</th>
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<td>Leadership and Negotiation in Latin Emerging Markets 6 Credits</td>
<td>Understanding effective negotiation styles for doing business in Latin America. Cases and intercultural simulation of trade negotiations. This course gives students the opportunity to discover their own potential by developing interpersonal and leadership skills. Overview of the Latin American Legal System.</td>
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| Global Business and Entrepreneurship 6 Credits | • 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. |
| Strategic Management in Latin America 6 Credits | • 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. |
| Global Marketing and Sales 6 Credits          | • Latin American Marketing Environment: Understanding Customer Segments, Consumer Behavior, Distribution Channels and other Marketing Elements  
• B2B and B2C Sales Strategies.  
• Regional Differences in Sales and Marketing  
• Case Studies / Visits to Marketing and Advertising Agencies |
| Spanish Language** and Communication Skills 6 Credits (**) elective course | • General Spanish Language Skills: Grammar, Key Language Structures, Conversation Skills  
• Business Spanish: Terminology, Practice of the most relevant Business Situations for a Foreign Business Partner |
| Latin American Design 6 Credits (**) elective course | • Overview of Latin American Fashion and Textile Design.  
• Understanding the ethnic 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 |
| Foreign Trade in MERCOSUR 6 credits (*)      | • The purpose of this course is to provide students with the skills, knowledge and experience to take advantage of the new opportunities in the south American market, to overcome cultural barriers and build lasting international alliances.  
Students will address essential business topics within the context of global trade, ranging from macro issues such as the global economy to pragmatic topics such as logistic procedures on how to move goods around the world.  
All this elective courses include a module of Latin American Economics, Political and Culture Overview. Understanding the Latin American economic, political and cultural and Economic Trends in Latin America. |

| (*) The student can choose one of the mentioned elective course (Minimum size of the each course is 15 students) |

## Other services included:

- Assistance to rent off-campus apartment, if needed.
- Wi-Fi Internet Access on Campus
- Library
- Gym and Sport facilities and activities (extra fee)