



BUSINESS STUDIES IN LATIN AMERICA

(Leading the way to success in Latin America), 19° edition

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

From January 24 to April 28, 2022 | 5 ECTS Credits per course. The courses will be accredited at your home institution.

UADE is a 57-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 37.544 undergraduate and 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.

PROGRAM BENEFITS

Business Studies in Latin America is the most complete Latin America Business Program available offered by 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 America Economics 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 lectures.
- 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.

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!) Tango.
- 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@uade.edu.ar

UADE

PROGRAM SECTIONS AND COURSES

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

Level: Advanced Undergraduate of 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 UADE upon program approval.

Certificate of Attendance: for students who meet attendance requirements.

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What's included?

- Business Courses including one elective course
- Spanish Language
- 2 company visits (if conditions allow them)
- Visit to Malls and other Commercial Points
- Multicultural Activities
- Lectures by local leading businessman
- Opening and Closing Ceremony
- City Tour



COURSES

MAIN CONTENTS

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 course gives students the opportunity to discover their own potential by developing interpersonal and leadership skills.
- Overview of the Latin American Legal System.

Human Resources Management in Latin America

- Understanding alternative approaches to manage human resources and appreciate the diversity of factors that motivate workers in Latin America.
- Applying best practices for hiring, rewarding employees and for managing employee performance.
- Avoiding key mistakes in managing human resources in Latam.

Strategic Management in Latin America

- Strategies for Penetrating Foreign Markets, Search of Competitive Advantages 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

- Latin American Marketing Environment: Understanding Customer Segments, Consumer Behavior, Distribution Channels and other Marketing Elements.
- B2B and B2C Sales and Marketing.
- Case Studies / Visits to Marketing and Advertising Agencies.

Spanish Language and Communication Skills (mandatory for the group of Jamk School of Business)*

- 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.

Innovation and Design Thinking (Elective Course)*

- Mastering the necessary tools to generate new ideas and quickly transform those concepts into new products and services.
- Learning a highly effective method of brainstorming called Systematic Inventive Thinking
- Learning design thinking tools to take new concepts.
- Learning from a panel of practitioners and experts in the fields of innovation, new product development and venture start-up.

Foreign Trade in MERCOSUR (Elective course)*

- 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.



*The students can choose one or two of the mentioned elective courses depending the amount of credits they will need for their schools. (Minimum size of the each course is 15 students)

- 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.

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)