Business Studies in Latin America is the most complete Latin America 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 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.

January 22°th – April 29°th | 5 ECTS Credits per course. The courses will be accredited at your home institution.

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Further information:

UADE Internacional
internacional@uade.edu.ar

www.uade.edu.ar
**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.

**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**

- Case Studies / Visits to Marketing and Advertising Agencies.

**Spanish Language and Communication 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**

- 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.

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**Program Sections and Courses**

- **Leadership and Negotiation in Latin Emerging Markets**
  - 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.

- **Human Resources Management in Latin America**
  - Understanding human resources and the legal system in Latin America.
  - Developing leadership skills.

- **Strategic Management in Latin America**
  - Strategies for Penetrating Foreign Markets, Search of Competitive Advantages in Foreign Markets
  - Strategic Corporate Alliances. Foreign Partners.
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**What’s included?**

- Business Courses including one elective course
- Spanish Language
- 2 company visits
- Visit to Malls and other Commercial Points
- Multicultural Activities
- Lectures by local leading businessman
- Opening and Closing Cocktail
- City Tour

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**Other services included:**

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