

DOING BUSINESS **in latin america**

LEADING THE WAY TO SUCCESS

Contact us: incoming@uade.edu.ar

ABOUT UADE



Located in the heart of Buenos Aires, UADE is a **modern, private, urban university with more than 60 years of academic excellence**. Our fully accredited institution offers a **cutting-edge, high-tech and secure campus**, designed to provide an outstanding learning experience in one of South America's most vibrant cities.

UADE is widely recognized for its strong academic programs, especially in **Business, Communication, Engineering, Law, Design, and International Relations**, offering undergraduate, graduate, and professional degrees. With over **51.808 undergraduate and 74,942 graduate students**, UADE fosters a dynamic and diverse academic community.

Buenos Aires, Argentina's most important and cosmopolitan city, is a cultural hub in Latin America. Known for its unique blend of European architecture, rich cultural life, and warm local hospitality, the city offers international students an immersive and unforgettable experience. Enjoy world-class gastronomy, lively neighborhoods, and a pleasant climate all year round.

**UNIQUE INTERNATIONAL MARKETING & COMMUNICATION PROGRAM
DELIVERED 100% IN ENGLISH**

WHERE WE ARE?

Lima 757, C1073 Cdad. Autónoma de Buenos Aires



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PROGRAM BENEFITS

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Offered by UADE, this is **the most comprehensive academic program** focused on Latin American business currently available in the region. Designed for international students, it provides participants with the tools and perspectives needed to understand and navigate the complexities of doing business in Latin America.

Students will benefit from:

A multidisciplinary approach, combining:

- Business Spanish training
- Key Latin American economic insights
- Practical strategies for business operations across the region

On-site learning in Buenos Aires, a city that blends Latin flair with European elegance. As Argentina's economic and cultural capital, it offers the ideal setting to experience real-world business dynamics in Latin America.

Proven academic excellence, with:

- A strong track record
- Highly qualified professors and expert guest lecturers
- Partnerships with leading companies, entrepreneurs and trade associations, offering access to company visits, industry speakers, case studies and applied business scenarios.



PROGRAM BENEFITS

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The Argentine Buddy Program is a mentoring initiative designed to foster connections between **local and international students**. Its main goal is to support the **social and academic integration** of visiting students into both UADE and the city of Buenos Aires.

A great opportunity to:

- Build cross-cultural friendships
- Receive peer support during your stay
- Discover the city and student life from a local's perspective

More than just a support system — it's an enjoyable and enriching experience that makes your international journey even more memorable.



PROGRAM SECTIONS AND COURSES

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Course Load: 14 weeks

Credits: 30 credits awarded upon successful completion of all courses

Dates: January 22 – April 30 2027



Advanced undergraduate students or first-year master's students specializing in **Business, Finance, Economics, Marketing, or Human Resources**



Language of Instruction:

- Spanish lessons available at three levels: Basic, Intermediate and Advanced
- All other courses are taught in English



Official Transcript of Records awarded by UADE upon program approval.

Course	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.
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.
Spanish Language and Communication Skills	• General Spanish Language Skills: Grammar, Key Language Structures, Conversation Skills.

Other services included:

- Assistance to rent off-campus apartment, if needed.
- Wi Fi Internet Access on Campus | Library | Gym and Sport activities



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FORWARD TO
SEEING YOU**

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