

GRADUATE BUSINESS SEMINAR IN BUENOS AIRES



www.MenteArgentina.com

MENTE ARGENTINA

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Program Duration: 7 Weeks

Location: Buenos Aires, Argentina

2012 Start Date: January 9th 2012

Spanish Prep. Course (optional) : 4-8 Weeks

Level: Graduate Program

Language of instruction: English

Spanish Required: NO

Transferable Credits: Yes. Please see details.

Combine this program with [another Mente Argentina Program](#)

GRADUATE SEMINAR MANAGING LATIN AMERICA

The SMLA is delivered in English and under the case method. This active methodology is used in the most important Business Schools around the world.

Mente Argentina offers world class executive training through its Seminar Managing Latin America. The program seeks to develop its participants' overall strategic vision on companies, especially from the Latin-American perspective. In order to achieve this goal we offer tools that allow for the development of strategic thinking and help students to improve their managerial skills.

The SMLA is delivered in English and under the case method. This active methodology is used in the most important Business Schools around the world. This program was originally developed to satisfy the requirements of partner business schools. This is the reason why this program was first aimed at students from the Kellogg School of Management (Northwestern University), the Fuqua School of Business (Duke University) and the Ross School of Business (University of Michigan)

PROGRAM AUDIENCE

The 2012 edition of the Seminar Managing Latin America is especially designed for foreign students who are working towards an MBA at business schools all over the globe. Credits earned from this seminar can be used towards your MBA degree at your home institution.

This program is also ideal for students looking to take an intensive English-taught Graduate seminar in Buenos Aires from which they may obtain academic credit towards their Graduate Degree at their home institution (not necessarily an MBA Program). The seminar is also open to students who have already obtained a bachelors degree and are interested in completing a graduate-level seminar in Buenos Aires, Argentina.

PROGRAM STRUCTURE

Introduction: Orientation + Intensive Business Spanish Lessons

This phase of the program is designed to introduce international students to the exciting and vibrant city of Buenos Aires through unique cultural immersion activities (included in the program fee) & also offers the opportunity to learn business specific vocabulary through intensive Business Spanish Lessons.

Unit 1: Understanding Latin America

This unit was designed to give foreign students a general understanding of Latin America. The students will be able to understand the similarities and differences between Latin American countries and their regional integration to global markets.

Unit 2: Business Planning in Latin-America

This unit was designed to teach foreign students evaluation techniques for evaluating business plans used in the different Latin-American markets and settings. In this unit students will be able to learn about the best practices and techniques used in the region.

Unit 3 - Doing Business in Latin America

This unit was designed to give foreign students a general understanding of the challenges they would have to face as business managers when interacting with Latin American companies. We will deal with specific topics like culture, marketing, human resources, production and ethics.

ASSESSMENT & CERTIFICATES

All units are assessed through exams, class participation and written assignments. The minimum grade is four (on a 0-10 scale). The final grade is the average between the three units' grades. Students will receive a certificate of attendance if they meet attendance requirements: 85% attendance in general classes and 75% in each unit. If students pass the unit exams, they will receive a further certificate confirming that all required coursework and exams have been satisfactorily completed.

MENTE ARGENTINA SEMESTER PROGRAM FEE 2012

	Shared Apartment (Private Room)
Graduate Seminar Managing Latin America (7 Weeks)	USD 2.790
Managing Latin America Tuition Fees	USD 3.490

WHAT IS INCLUDED IN THE MA MANAGING LATIN AMERICA SEMINAR?

- SMLA Graduate Seminar Full Tuition & Enrollment
- Official Transcripts & Certificates
- Exclusive Accommodation in the best areas of Buenos Aires: Palermo, Belgrano, Barrio Norte or Recoleta
- Full access to Mente Argentina Tours & Activities
- Airport Pick Up
- Airport Drop Off
- Welcome Orientation
- Mente Argentina Welcome Kit (calling card, insider's city guide, maps, and more)
- Health Club Membership: Free Gym membership included
- Free Cellular Phone
- Mente Argentina Discount Card
- Tango Lessons
- Conversation Exchange Partner
- Mente Argentina On-site assistance & Support Services 24/7

LEARN MORE ABOUT WHAT'S INCLUDED IN MENTE ARGENTINA PROGRAMS:

- ✓ <http://www.menteargentina.com/mente-argentina-services.html>

LEARN MORE ABOUT THE TOURS & ACTIVITIES INCLUDED IN THE PROGRAM FEE:

- ✓ <http://www.menteargentina.com/tours-activities-buenos-aires.html>
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COMBINE YOUR PROGRAM WITH ANOTHER PROGRAM! (OPTIONAL)

Mente Argentina offers you the possibility to combine your program with another Mentel Argentina Program.

We offer big discounts for those participants who would like to take 2 or more Mentel Argentina Programs simultaneously or back to back. If this sounds like something you would like to do, please contact us so we can quote your full program.

- ✓ **Explore Mentel Argentina Programs**



In case you need more information please feel free to contact us at info@menteargentina.com
