

Course Name: International Business in the Southern Cone

- ✓ **Hours of Instruction per Week: 4**
- ✓ **Total weeks: 15**
- ✓ **Total Hours of Instruction: 60**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**
- ✓ **Recommendation: Advanced written and spoken English**

Course Description:

The course raises critical questions about the opportunities and challenges that companies and entrepreneurs encounter when doing business in the Southern Cone countries of Argentina, Brazil, Chile, Paraguay and Uruguay. We begin by introducing the general political, legal, socio-economic context in which international business takes place in the region. Once we have looked at the big picture, we focus on the controllable and uncontrollable forces in the Southern Cone business environment. A structured approach encourages well-informed discussions from which students can build their own understanding of the advantages and disadvantages of doing business in this part of the world. As the course progresses, students are expected to develop basic interdisciplinary skills for business decision-making. By the end of the course, students will have gained valuable insights on the opportunities that Argentina, Brazil, Chile, Paraguay and Uruguay offer and will be ready to conduct research and access first hand information about Southern markets.

Attendance policy:

In accordance with University policies, students are required to have 75% percent attendance in order to take the final exam and have an opportunity to pass the class. Any absences incurred during trips or excursions not organized by the University fall within the 25% limit of absences. Sliding the ID card is the only way to track record of attendance.

Evaluation Methods:

- Participation: 15%
- 1st Test- Section I: 25%
- 2nd Test- Section II: 25%
- International Business Project- Analytic Advice Memorandum: 25%
- International Business Project- Presentation: 10%

For a better understanding of the comparable table for grading: check your orientation kit handbook.

Academic Calendar

SECTION I- INTRODUCTION OF THE FIELD OF INTERNATIONAL BUSINESS IN THE SOUTHERN CONE

Week 1

1.1.

- Introduction to course, review of syllabus, first day activities – groups, intros and the globalization debate in the Southern Cone of Latin America.

1.2.

- What is International Business? Review of environmental forces affecting business in the Southern Cone.

Week 2

2.1.

- International Trade in the Southern Cone. Volume of Trade. Direction of Trade. Major Trading Partners.

2.2.

- International Investment in the Southern Cone. Volume of FDI. Direction of FDI.
- Major FDI Partners. Why do firms enter the Southern Cone market?

Week 3

3.1.

- International Institutions relevant to international business in the Southern Cone. Global-level institutions. World Trade Organization.

3.2.

- International Institutions relevant to international business in the Southern Cone.
- Regional-level institutions. Mercosur and Unasur. Chile and FTAs.

Week 4

4.1.

- *FIRST TEST*

SECTION II- BUSINESS ENVIRONMENT IN THE SOUTHERN CONE

Week 5

5.1.

- The importance of culture for doing business with the Southern Cone. Study of socio-cultural components.

5.2.

- Understanding national cultures. Examples and explanations. Argentina. Brazil. Chile. Paraguay. Uruguay.

Week 6

6.1.

- Socioeconomic dimensions of the Southern Cone. Analysis of their relevance for international business. Total population. Age distribution. Birthrates. Population density and distribution.

6.2.

- Economic dimensions of the Southern Cone. Analysis of their relevance for international business. GNI and GNI/Capita. The challenge of income distribution. Private consumption. Labor costs.

Week 7

7.1.

- Political environment in the Southern Cone. The role of government in business.

7.2.

- Political environment in the Southern Cone. Country risk assessment (CRA).

Week 8

8.1.

- Law & Business in the Southern Cone. The relationship between rule of law and business.

8.2.

- Law & Business in the Southern Cone. Starting a business in the Southern Cone. Procedures. Time. Cost. Paid-in minimum capital.

Week 9

9.1.

- Law & Business in the Southern Cone. Some specific national legal forces. The case of Argentina.

9.2.

- Labor conditions and trends in the Southern Cone. Examples and explanations. Argentina. Brazil. Chile. Paraguay. Uruguay

Week 10

10.1.

- Review of Section II.

10.2.

- *SECOND TEST*

SECTION III- COMPETITIVE INTELLIGENCE AND ORGANIZATIONS IN THE SOUTHERN CONE

Week 11

11.1.

- Competitive strategy in the Southern Cone. Drafting a strategic planning process. Identification of sources for competitive information.

11.2.

- Assessing and analyzing markets. Market screening. Country screening and segment screening.

Week 12

12.1.

- Assessing and analyzing markets. Argentina. Brazil. Assessing and analyzing markets. Chile. Paraguay. Uruguay.

Week 13

13.1.

- Entry modes. Entering the Southern Cone market.

13.2.

- International marketing. The Southern Cone business environment and the marketing mix.

ANALYTIC ADVICE MEMORANDUM DUE DATE

Week 14

14.1.

- The ARCOR Case.

14.2.

- Thinking of a career related to Latin America and the Southern Cone. Discussion.

Week 15

15.1.

- Analytic Advice Memorandum. Presentations.

15.2.

- Analytic Advice Memorandum. Presentations.

Final Grade Sheet and signature of Hoja de Situación: attendance is mandatory

Bibliography

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