

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

Our goal is to raise critical questions about the opportunities and challenges that companies and entrepreneurs encounter when doing business with countries from the Southern Cone such as Argentina, Brazil, Chile, Paraguay and Uruguay. We begin by introducing the general 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. Our approach is based on a guided, well-informed discussion that will help students build understanding on the advantages and disadvantages of doing business in the region. Throughout the course students are expected to develop basic interdisciplinary skills for business decision-making. By the end of the course, students gain valuable insight on the opportunities that Argentina, Brazil, Chile, Paraguay and Uruguay offer and are ready to conduct research and access first hand information about Southern markets.

Course Requirements

Each student will be expected to make a significant contribution to the classroom dialogue. Students need a minimum of 75% of attendance to be in good standing for the GLOBAL ENTREPRENEUR PROJECT. Sliding the ID card is the only way to track record of attendance. In addition to participation, students will have to conduct a GLOBAL ENTREPRENEUR PROJECT, doing research on a specific topic. By the end of the semester, students will present to the class the outcome of this research, and write a 4-page Analytic Advice Memorandum. The requirements also include two short comprehensive tests.

Grading Policy

- Participation, presentation of business cases and class assignments: 20%
- 1st Test – Section I: 25%
- 2nd Test – Section II: 25%
- GLOBAL ENTREPRENEUR PROJECT – Analytic Advice Memorandum: 20%
- GLOBAL ENTREPRENEUR PROJECT – Presentation: 10%

Academic Calendar

SECTION 1: INTRODUCTION TO THE FIELD OF INTERNATIONAL BUSINESS IN THE SOUTHERN CONE

Week 1

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

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

Week 2

International Trade and International Investment in the Southern Cone. Volume of Trade and Investment. Direction of Trade and Investment. Major Trade and Investment Partners.

Week 3

International Strategy. Tradeoffs. What Product? Where to Compete? Where to Produce? How to Organize?

CASE PRESENTATION: "AMAZON GOES GLOBAL"

Week 4

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

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

Week 5

CASE PRESENTATION: "BRAZIL VS. US AT THE WTO: THE COTTON SUBSIDY DISPUTE"

FIRST TEST

SECTION 2: BUSINESS ENVIRONMENT IN THE SOUTHERN CONE

Week 6

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

The importance of culture for doing business with the Southern Cone. Study of sociocultural components. Understanding national cultures. Examples and explanations. Argentina. Brazil. Chile. Paraguay. Uruguay.

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

Week 7

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.

Political environment in the Southern Cone. The role of government in business. Country risk assessment (CRA).

Week 8

CASE PRESENTATION: "ARCOR: GLOBAL STRATEGY AND LOCAL TURBULENCE"

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

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

Week 9

CASE PRESENTATION: "GLOBANT"

Review of Section II.

Week 10

SECOND TEST

Guidelines. Groups. Brainstorming.

SECTION 3: YOUR GLOBAL ENTREPRENEUR PROJECT

Week 11

Review of Market Screening and Business Environmental Forces (I)

Review of Market Screening and Business Environmental Forces (II)

Week 12

Review of International Strategy. What Product? Where to Compete? How to Enter a New Market?

Group Meetings.

Week 13

CASE PRESENTATION: "MOBILE: GOING GLOBAL – IS SILICON VALLEY THE NEXT STOP?"

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

Week 14

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

Review of Course. "TAKEAWAYS"

Week 15

Analytic Advice Memorandum. Presentations

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

Bibliography

- Required Textbooks and Materials Martín Furlong, ed. Course Reader