Course Information
M/W: 5.30 to 7pm
Contact hours 60
Instruction in English

Contact Information
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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 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%

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

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

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**Academic Calendar**

**SECTION I**

**INTRODUCTION TO THE FIELD OF INTERNATIONAL BUSINESS IN THE SOUTHERN CONE**

**Week 1**
1.1. **Monday (July 31)**
Introduction to course, review of syllabus, first day activities – groups, intros and the globalization debate in the Southern Cone of Latin America.

1.2. **Wednesday (August 2)**

**Week 2**
2.1. **Monday (August 7)**

2.2. **Wednesday (August 9)**

**Week 3**
3.1. **Monday (August 14)**
International Institutions relevant to international business in the Southern Cone. Global-level institutions. World Trade Organization.
3.2. Wednesday (August 16)
CASE PRESENTATION: “AMAZON GOES GLOBAL”

Week 4
4.1. Monday (August 21) – NATIONAL HOLIDAY – NO CLASS

4.2. Wednesday (August 23)
International Institutions relevant to international business in the Southern Cone. Regional-level institutions. Mercosur. Chile and FTAs.

Week 5
5.1. Monday (August 28)
Review of Section I

5.2. Wednesday (August 30)
FIRST TEST

SECTION II
BUSINESS ENVIRONMENT IN THE SOUTHERN CONE

Week 6
6.1. Monday (September 4)

6.2. Wednesday (September 6)
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 (Part 1)

Week 7
7.1. Monday (September 11)
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 (Part 2)

7.2. Wednesday (September 13)

**Week 8**
8.1. Monday (September 18)
CASE PRESENTATION: “ARCOR: GLOBAL STRATEGY AND LOCAL TURBULENCE”

8.2. Wednesday (September 20)
Law & Business in the Southern Cone. The relationship between rule of law and business.


**Week 9**
9.1. Monday (September 25)
CASE PRESENTATION: “GLOBANT”

9.2. Wednesday (September 27)
Review of Section II.

**Week 10**
10.1. Monday (October 2)
SECOND TEST

**SECTION III**
YOUR GLOBAL ENTREPRENEUR PROJECT

10.2. Wednesday (October 4)
Week 11
11.1. Monday (October 9) NATIONAL HOLIDAY – NO CLASS

11.2. Wednesday (October 11)
Review of Market Screening and Business Environmental Forces. CER Method: Going from easy to difficult.

Week 12
12.1. Monday (October 16)
Review of International Strategy for the project. What Product? Where to Compete? How to Enter a New Market? Where to Produce? How to Organize?

12.2. Wednesday (October 18)
International marketing as final part of your project. The Southern Cone business environment and the marketing mix.

Week 13
13.1. Monday (October 23)
CASE PRESENTATION: “MOVILE: GOING GLOBAL – IS SILICON VALLEY THE NEXT STOP?”

13.2. Wednesday (October 25)
Best practices for internationalization.

**ANALYTIC ADVICE MEMORANDUM DUE DATE**

Week 14
14.1. Monday (October 30)
Thinking of a career related to Latin America and the Southern Cone. Discussion.

14.2. Wednesday (November 1)
Review of Course. “TAKEAWAYS”

Week 15
15.1. Monday (November 6)
Analytic Advice Memorandum. Presentations.

15.2. Wednesday (November 8)
Analytic Advice Memorandum. Presentations.
**Final Grade Sheet and signature of Hoja de Situación: attendance is mandatory**

(PALAS 333) INTERNATIONAL BUSINESS IN THE SOUTHERN CONE