Course Information
T/Th: 4 to 5.30pm
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 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%

(PALAS 333) INTERNATIONAL BUSINESS IN THE SOUTHERN CONE
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

**Academic Calendar**

SECTION I

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

**Week 1**
1.1. **Tuesday (March 7)**
Introduction to course, review of syllabus, first day activities – groups, intros and the globalization debate in the Southern Cone of Latin America.

1.2. **Thursday (March 9)**

**Week 2**
2.1. **Tuesday (March 14)**

2.2. **Thursday (March 16)**

**Week 3**
3.1. **Tuesday (March 21)**
International Institutions relevant to international business in the Southern Cone. Global-level institutions. World Trade Organization.
3.2. Thursday (March 23)
CASE PRESENTATION: “AMAZON GOES GLOBAL”

Week 4
4.1. Tuesday (March 28)
International Institutions relevant to international business in the Southern Cone. Regional-level institutions. Mercosur. Chile and FTAs.

4.2. Thursday (March 30)

Week 5
5.1. Tuesday (April 4)
Review of Section I

5.2. Thursday (April 6)
FIRST TEST

SECTION II
BUSINESS ENVIRONMENT IN THE SOUTHERN CONE

Week 6
6.1. Tuesday (April 11)

6.2. Thursday (April 13) – NATIONAL HOLIDAY – NO CLASS

Week 7
7.1. Tuesday (April 18)

7.2. Thursday (April 20)

Week 8
8.1. Tuesday (April 25)
CASE PRESENTATION: “ARCOR: GLOBAL STRATEGY AND LOCAL TURBULENCE”

8.2. Thursday (April 27)
Law & Business in the Southern Cone. The relationship between rule of law and business.

Week 9
9.1. Tuesday (May 2)
CASE PRESENTATION: “GLOBANT”

9.2. Thursday (May 4)
Review of Section II.

Week 10
10.1. Tuesday (May 9)
SECOND TEST

SECTION III
YOUR GLOBAL ENTREPRENEUR PROJECT

10.2. Thursday (May 11)
Week 11
11.1. Tuesday (May 16)
Review of Market Screening and Business Environmental Forces (I)

11.2. Thursday (May 18)
Review of Market Screening and Business Environmental Forces (II)

Week 12
12.1. Tuesday (May 23)
Review of International Strategy. What Product? Where to Compete? How to Enter a New Market?

12.2. Thursday (May 25) – NATIONAL HOLIDAY – NO CLASS

Week 13
13.1. Tuesday (May 30)
CASE PRESENTATION: “MOVILE: GOING GLOBAL – IS SILICON VALLEY THE NEXT STOP?”

13.2. Thursday (June 1)
International marketing. The Southern Cone business environment and the marketing mix.

**ANALYTIC ADVICE MEMORANDUM DUE DATE**

Week 14
14.1. Tuesday (June 6)
Thinking of a career related to Latin America and the Southern Cone. Discussion.

14.2. Thursday (June 8)
Review of Course. “TAKEAWAYS”

Week 15
15.1. Tuesday (June 13)
Analytic Advice Memorandum. Presentations.

15.2. Thursday (June 15)
Analytic Advice Memorandum. Presentations.
Final Grade Sheet and signature of Hoja de Situación: attendance is mandatory