

UADE



DOING BUSINESS IN LATIN AMERICA

LEADING THE WAY TO SUCCESS

ABOUT UADE



UADE is a 60-year-old, private, urban, fully accredited, comprehensive university with a modern, high-tech, safe campus located in the center of Buenos Aires.

Renowned for its business undergraduate, graduate and professional degrees UADE has 47.079 undergraduate and 69.604 graduate students.

Buenos Aires is the most important, attractive and dynamic city in Argentina, as well as one of the region's leading cities. Its blend of cultural activity, historical buildings and other attractions make it unique in South America. The city's Latino Charm is complemented by an exquisite gastronomic offering and an agreeable climate year-round.

WHERE ARE WE?

**UNIQUE
INTERNATIONAL
MARKETING &
COMMUNICATION
PROGRAM.**

**DELIVERED 100% IN
ENGLISH**

**Contact us:
incoming@uade.edu.ar**

PROGRAM BENEFITS



Business Studies in Latin America is the most complete Latin America Business Program available offered by UADE. Participants have the opportunity to build a strong set of skills for effectively doing business in Latin America, through:

- A combination of multiple learning perspectives: Business Spanish Skills, Latin America Economics Issues and Hands-On Latin Business Operational Strategies.
- On-Site Learning in Buenos Aires: The city's elegance, business orientation and blend of genuine Latin and European tradition make it the best option for foreign students.
- Established track record. • Highly qualified professors and lectures. • Cooperation with companies, entrepreneurs and trade associations for visits, case studies, industry speakers and practical situations.



Argentine Buddy Program: a mentoring program aimed at fostering new bonds between local and foreign students. Facilitates social and academic integration to our city and University. It's an enjoyable experience that will give you the opportunity to meet people from other cultures in an informal environment.

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PROGRAM SECTIONS AND COURSES



COURSE LOAD:

14 weeks.

CREDITS:

30 credits will be awarded for passing all courses.

DATES:

17 January - 25 April



LEVEL:

Advanced Undergraduate of First Year Master students specializing in business, finance, economics, marketing or human resources



LANGUAGE

Spanish lessons are offered at three different levels (Basic, Intermediate and Advanced) The other classes are taught in English



CERTIFICATE OF APPROVAL:

Official Transcript of Records awarded by UADE upon program approval.

COURSES

MAIN CONTENTS

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| Leadership and Negotiation in Latin Emerging Markets | <ul style="list-style-type: none">• Understanding effective negotiation styles for doing business in Latin America.• Cases and intercultural simulation of trade negotiations. This course gives students the opportunity to discover their own potential by developing interpersonal and leadership skills.• Overview of the Latin American Legal System. |
| Human Resources Management in Latin America | <ul style="list-style-type: none">• Understanding alternative approaches to manage human resources and appreciate the diversity of factors that motivate workers in Latin America.• Applying best practices for hiring, rewarding employees and for managing employee performance.• Avoiding key mistakes in managing human resources in Latam. |
| Strategic Management in Latin America | <ul style="list-style-type: none">• Strategies for Penetrating Foreign Markets, Search of Competitive Advantages in Foreign Markets• Strategic Corporate Alliances. Foreign Partners.• Market Strategies for Emerging Economies.• Opportunities, Challenges and Risks of Doing Business in Argentina, Brazil, Chile and Mexico. |
| Global Marketing and Sales | <ul style="list-style-type: none">• Latin American Marketing Environment: Understanding Customer Segments, Consumer Behavior, Distribution Channels and other Marketing Elements.• B2B and B2C Sales and Marketing. • Case Studies / Visits to Marketing and Advertising Agencies. |
| Spanish Language and Communication Skills | <ul style="list-style-type: none">• General Spanish Language Skills: Grammar, Key Language Structures, Conversation Skills. |
| Foreign Trade in MERCOSUR | <ul style="list-style-type: none">• The purpose of this course is to provide students with the skills, knowledge and experience to take advantage of the new opportunities in the south American market, to overcome cultural barriers and build lasting international alliances. Students will address essential business topics within the context of global trade, ranging from macro issues such as the global economy to pragmatic topics such as logistic procedures on how to move goods around the world. |

Other services included:

- Assistance to rent off-campus apartment, if needed.
- Wi Fi Internet Access on Campus.
- Library.
- Gym and Sport facilities and activities (extra fee).

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