

### General Information

<b>Tipo (workshop, taller o curso)</b>	Doing Business in LATAM
<b>Facultad o Escuela</b>	Escuela de Administración
<b>Fechas</b>	6 al 10 de Junio 2022
<b>Sede</b>	Plataforma Zoom
<b>Intensidad</b>	10 horas
<b>Horario</b>	9:00 am a 11:00 am
<b>Idioma (español, inglés, francés)</b>	Inglés
<b>Requisitos</b>	N/A
<b>Inversión</b>	N/A
<b>Créditos a homologar</b>	N/A

**1. Course name: Doing Business in LATAM Summer School**

**2. Description:**

This course is offered to international students with the purpose of introducing them to the characteristics of the economic, cultural and business environment of Latin America to have a better understanding of the context to carry out business in the region.

**3. General objective:**

To provide the elements to understand the dynamics of doing business in Latin America through the analysis of its economy and business environment, the interculturality and negotiation and the business emergence and development of multilatinas.

**4. Specific objectives:**

- Discuss the strategies that Latin American countries have implemented to compete in the global economy.
- Engage in a deeper understanding of doing business in Latin America
- Know and analyze diversity and cultural traits within Latinamerican needed in business development.
- Understand de development of latinamerican enterprises, multilatinas.

**5. Aimed to:** Estudiantes Internacionales

**6. Benefits:** Students Will be able to understand the economic, business, cultural environment of LATAM to carry out business in the region.

## 7. Professors:

Name	CV
Giovanni Efrain Reyes Ortiz	Ph.D. Economics of Development / international relations, University of Pittsburgh / Harvard; full, tenure professor, Universidad del Rosario, Bogotá, Colombia.
Cesar Camilo Martinez Lozano	Expert business consultant, writer, speaker and teacher. He was awarded by the Universidad del Rosario in 2012 as "Distinguished Professor" for his commitment to the mission, educational project and contributions to teaching. Nominated by the same university for the international award "2018 Teaching Excellence Award" of the Accreditation Council for Business Schools and Programs (ACBSP). Winner teacher of the "Pitch Day" (Entrepreneurship Ideas) in 2018 (second semester), 2020 (first and second semester) and 2021 (first semester). He is Electronic Engineer and Human Resources Management Master. He has been a successful Customer Service Manager for LG Electronics (1998 to 2004 and 2016 to 2017) achieving a top one international award in customer service strategy. He was Human Resources and Administration Manager of this same multinational (2004 to 2008), Support Engineer of Sony Corporation (1993 to 1998) and trainer in leadership and anti-corruption of the ICITAP agency of the USA Department of Justice (2011 to 2014).
Alejandra Pulido López	Assistant professor in the research line of Strategy and International Business, teacher of the undergraduate courses "International Trade" and "International Business Management" and in postgraduate courses "Economic and Global Context", currently coordinator of the internationalization area and leader of the UR International Business research incubator; PhD student in Administration, master degree and specialist in international trade, professional in finance and foreign trade, 10 years teaching experience, experience in strategy development and business internationalization processes; experience in quality processes and national and international accreditation of academic programs.

## 8. Schedule:

Module	Thematics	Speaker	Dates	Schedule	Intensity
Módulo 1: LATIN AMERICA'S ECONOMY AND BUSINESS	<ul style="list-style-type: none"> <li>General economic system -three main markets, four great economic sectors, the nominal and real economic links.</li> <li>Comprehensive model regarding enterprises characteristics - direction and management, business environment.</li> </ul>	Giovanni Efrain Reyes Ortiz	Monday 6 Tuesday 7	9:00 am to 11:00 am *Colombia time*	4 hours

	<ul style="list-style-type: none"> <li>• Latin American economies main countries.</li> <li>• Employment, inflation, and economic growth.</li> <li>• Main features for development strategies.</li> <li>• International trade in latam</li> </ul>				
Módulo 2: INTERCULTURALITY AND NEGOTIATION IN LATAM	<ul style="list-style-type: none"> <li>• History: Where we come from.</li> <li>• Anthropology: Who we are.</li> <li>• Interculturality and politics.</li> <li>• Main negotiation strategies.</li> <li>• Interculturality and politics.</li> <li>• Negotiation techniques and protocol.</li> <li>• Some examples of successful Latin American businesses. (Zumba, Open English, Mercado Libre, Rappi).</li> </ul>	Cesar Camilo Martinez Lozano	Wednesday 8 Thursday 9	9:00 am to 11:00 am *Colombia time*	4 hours
Módulo 3 THE EMERGENCE OF MULTILATINAS	<ul style="list-style-type: none"> <li>• Innovation and entrepreneurship in Latin America</li> <li>• Multilatinas: Strategies for internationalization</li> <li>• How do Multilatinas create competitive advantage?</li> <li>• Case Studies</li> </ul>	Alejandra Pulido	Friday 10	9:00 am to 11:00 am *Colombia time*	2 horas