OPEN ENROLLMENT PROGRAM

IAE BUSINESS SCHOOL
UNIVERSIDAD AUSTRAL

DOING BUSINESS IN ARGENTINA

SEIZING OPPORTUNITIES IN EMERGING MARKETS

One-Week program with
IAE Business School
MBA Students

MAY 28TH – JUNE 3RD 2017

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PROGRAM OBJECTIVES

This comprehensive program will offer students a profound insight into the Latin American business world, showcasing its dynamics, opportunities and challenges, while using case method-based lectures, company visits and conferences.

Participants will delve into Latin America's business setting and reality, building a strong elite corporate network of peers from other business schools around the world.

- *Understand the drivers of economic growth in Latin America and identify future trends.*
- *Learn from business leaders facing an extremely unstable environment and decades of volatility.*
- *Appreciate the unique features of Latin American markets and organizations, as well as their impact on business in foreign markets.*
- *Spot business opportunities in Latin America.*
- *Grasp the contrasts between Argentina and other Latin American societies.*
- *Team up and network with local and international student*

COMPANY VISITS

The program addresses the perspectives and strategic business opportunities of both global corporations and Latin American companies (Multilatinas).
It takes a look at key Argentine industries, such as entertainment, wine, agribusiness and technology.

YPF · TECHINT · ARCOR · MOLINOS Lo mejor de nosotros · Globant we are ready

CULTURAL EVENTS

Participants will have a unique opportunity to interact with IAE's full time MBA students and colleagues from other countries during the program through various cultural events:

- THE AMAZING RACE BUENOS AIRES / PRIVATE CITY TOUR
- TANGO SHOW AND FAREWELL DINNER
- ARGENTINE WINE TASTING
- POLO DAY *(Optional)*

FACULTY

VIRGINA SARRÍA
Ph.D. Specialist in Finance, Columbia University, Graduate School of Business (USA).

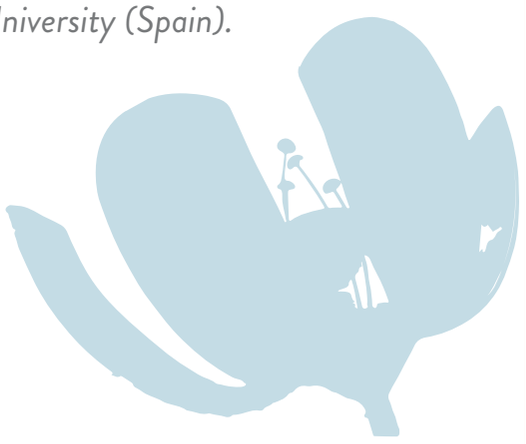
FRANCISCO DIAZ HERMELO
Ph.D. Specialist in Applied Economics, Purdue University (USA)

MARTÍN ZEMBORAIN
Ph.D Specialist in Marketing, Columbia University, Graduate School of Business (USA)

MICHEL HERMANS
Ph.D. Candidate in Human Resources Management, Cornell University (USA).

PATRICIO FAY
Ph. D. Candidate in Human Resources Management, Navarra University (Spain).

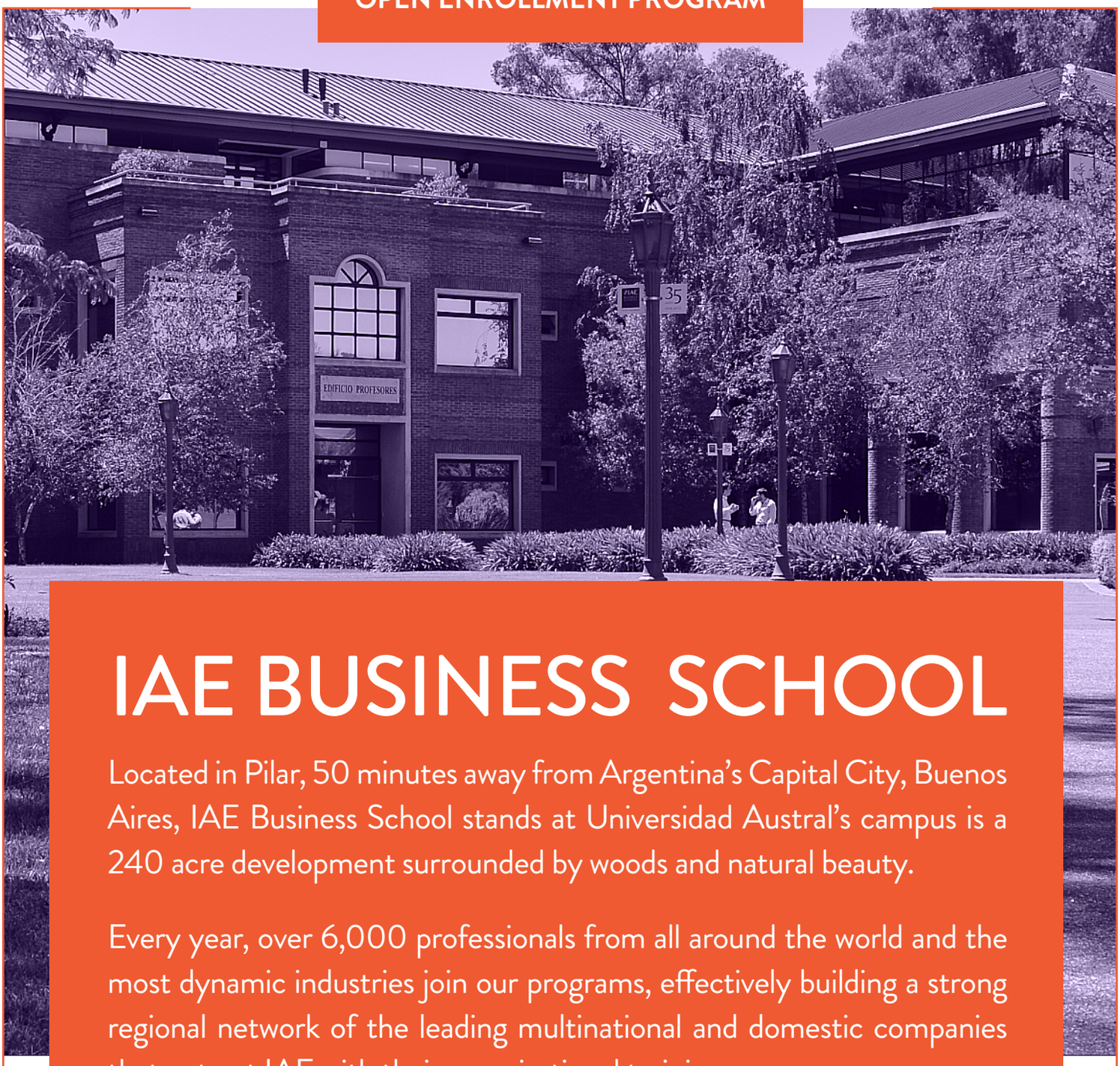
MATTHIAS KLEINHEMPEL
Master in Business Administration, IAE Business School (ARG).



ACADEMIC CONTENT AND CALENDAR

The course is designed to provide students with approximately 32 contact hours. Classes will contain: lectures led by IAE Business School faculty, keynote speakers, company visits and local cultural activities.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT.
Arrival to Buenos Aires & Check In	Welcome Remarks and Introduction	Globant Case- Prof. Michel Hermans	River Plate Case Prof. Martín Zemborain	Company Visit	Finance on Emerging Markets- Prof Virgina Sarría	AM
	The Argentine Paradox Prof. Francisco Díaz Hermelo	Globant Case- Prof. Michel Hermans	River Plate Case Prof. Martín Zemborain		Finance on Emerging Markets- Prof Virgina Sarría	
	LUNCH at IAE	LUNCH at IAE / BUS TRAVEL	LUNCH at IAE / BUS TRAVEL	LUNCH on your own	LUNCH at IAE	POLO DAY
Amazing Race	An American Gaucho in Latin America - Prof. Patricio Fay	Company Visit	Company Visit	Compliance and Anti-Corruption in Emerging Markets Prof. Matthias Kleinhempel	CONFERENCE: Leadership in Latin America	PM
				Why doing Business in Latin America? Panel Cam	Program Debrief and Cocktail	
DINNER at Bar	DINNER on your own	DINNER on your own	WINE TASTING at Bodegas	DINNER on your own	FAREWELL DINNER	



IAE BUSINESS SCHOOL

Located in Pilar, 50 minutes away from Argentina's Capital City, Buenos Aires, IAE Business School stands at Universidad Austral's campus is a 240 acre development surrounded by woods and natural beauty.

Every year, over 6,000 professionals from all around the world and the most dynamic industries join our programs, effectively building a strong regional network of the leading multinational and domestic companies that entrust IAE with their organizational training.

RANKINGS

TOP 40 BUSINESS SCHOOL WORLDWIDE

The Financial Times 2015 Executive Education Ranking.

3º BUSINESS SCHOOL IN LATIN AMERICA

The Financial Times 2015 Executive Education Ranking.

1º BUSINESS SCHOOL IN ARGENTINA

Ranking America Economía 2015.

ASSOCIATION OF MBAS
AACSB ACCREDITED
EFMD EQUIS ACCREDITED

ACCOMMODATION

6 NIGHTS, DOUBLE OCCUPANCY.

The **NH Buenos Aires Crillón hotel** is located in Downtown Buenos Aires. Overlooking a lovely green park in the exclusive Retiro area of Buenos Aires City, this hotel is just a few blocks from the famous 9 de Julio Avenue and Puerto Madero

WHY BUENOS AIRES?

With a population of over 10 million Buenos Aires and its suburbs feature endless displays of culture and entertainment. Argentina's capital city and the birthplace of tango provides an exciting and cosmopolitan setting.

Latin America, an ever-growing and emerging market, is facing important development challenges. The region will have to learn how to fight social inequality in order to combine both economic and social growth in order to rise to the position of a new major player in the global economy.

Buenos Aires is quickly becoming a leading example of Latin America's steady growth and development, as the region heads towards a prosperous future. Once known as "South America's Paris", this vibrant city often strikes visitors as reminiscent of cosmopolitan European capitals, with its elegant residential neighborhoods, beautiful parks and wide boulevards.

ARGENTINE FACTS:

OFFICIAL NAME
República Argentina

CAPITAL CITY
Ciudad Autónoma de Buenos Aires

SURFACE AREA
3.8 million km² (2.8 million Km² on the Antarctic continent and South Atlantic Islands)

MARITIME COASTLINES
4,725 km

POPULATION
40.1 million

POPULATION GROWTH
1.1% per year

LITERACY RATE
98%

LIFE EXPECTANCY AT BIRTH
76 years

GROSS DOMESTIC PRODUCT PER CAPITA (GDP-PPP)
US$ 17,660

CURRENCY
Argentine Peso (AR$)

POLITICAL DIVISION
23 autonomous provinces and the Autonomous City of Buenos Aires

POLITICAL SYSTEM
Republican, Representative and Federal

FISCAL YEAR
January-December

MEASUREMENT SYSTEM
Metric

TIME ZONE GMT
-03:00

OFFICIAL LANGUAGE
Spanish

PRESIDENT
Mauricio Macri

HOW TO PARTICIPATE:

- **YOU NEED TO HAVE EARNED OR BE ACTIVELY PURSUING AN MBA, EMBA OR MSC IN MANAGEMENT-RELATED FIELDS (E.G. INTERNATIONAL BUSINESS, FINANCE, MARKETING, HUMAN RESOURCES, LOGISTICS OR RELATED FIELD)**

- **YOU NEED ADEQUATE PROFICIENCY IN ENGLISH AS SHOWN BY MEETING OR EXCEEDING THE SCORES OF ONE OF THE FOLLOWING EXAMS:**

TOEFL: 87 OVERALL,

IELTS: 65 OVERALL;

TOEIC: 750 OVERALL.

TUITION

INCLUDES:

- Materials and classes at IAE
- Company visits
-Transportation to IAE and companies
-Lodging in the center of Buenos Aires
- Welcome dinner
- Lunches and farewell event
- Wine tasting event
- The Amazing Race Buenos Aires and Private City Tour.

*Does not include airfares or transfers from airport to hotel

OPTIONAL:

- Reception at the Estancia with Empanadas and wine
- Private Polo Match
- Asado (Argentinean typical BBQ)
- Polo Lesson
- Team up and finish the day playing Polo!

FOR FURTHER INFORMATION, PLEASE CONTACT:

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