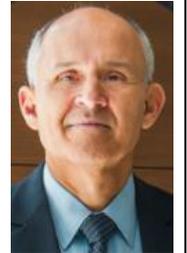


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## [DBLA] DOING BUSINESS IN LATIN AMERICA

### Introduction

The São Paulo “Driving Business Success in Latin America” **elective** is an experiential sub-module which intends to immerse its participants in the reality of doing business in Latin America, with a focus on understanding the local social, political, economic and cultural issues in Brazil.

The “Doing Business in Latin America” **course** will bring all the pieces of the puzzle together with 6 sessions described below.

### Objectives

To gain a first-hand insight into doing business in Latam, with focus in Brazil, participants will gain experience from the perspective of executives of national and multinational companies that have established themselves in the region. Participants will also have a fresh view of the economic, political and social situation presented by local experts.

### Competences

#### Basic Competences

- Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context. (CB6).
- The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study. (CB7).
- The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments. (CB8).
- Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way. (CB9).
- Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous. (CB10).

### **Specific Competences**

- To learn and understand the economic and social environment of emerging countries in order to assess the opportunities and risks for business development in those countries. (COP1).
- To appreciate the importance of government structures, the legal system and the impact that they have on business and trade opportunities in emerging countries. (COP2).

### **Content**

It is intended to help participants to deepen their understanding of the challenges that doing business in Latin America entails and how to overcome them. Participants are encouraged to transfer content explored and developed in the sessions with faculty as well as that delivered and discussed during guest speaker talks.

### **Evaluation**

50% Individual class participation on presentations and panels (SE4)

25% Oral Integrated elective team Project (SE1)

25 % Writing assignment (SE2)

### **ADENDA COVID-19**

Ha sido necesario ajustar el calendario, para brindar la mejor experiencia de aprendizaje posible. Por esta razón, la clase presencial de esta asignatura ha sido pospuesta hasta septiembre 2020.