DOING BUSINESS IN ARGENTINA

SEIZING OPPORTUNITIES IN EMERGING MARKETS

One-Week program with IAE Business School MBA’S

MAY 20TH - 24TH, 2019
PROGRAM OBJECTIVES

This intensive program will offer students a profound insight into the Latin American business world, showcasing its comprehensive 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.

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.
ENTERTAINMENT

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:
- WELCOME or FAREWELL DINNER
- ARGENTINE WINE TASTING EXPERIENCE

FACULTY

MARCELO PALADINO
Doctor en Dirección de empresas, IESE (España)

LORENZO PREVE
Ph. D. in Finance, University of Texas at Austin (USA)

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

CARMELO PAVIERA
Ph. D. in Management, University of Edinburgh
THE IAE MBA

- One-year program, February to December
- 5 Modules, currently at the end of Module 2
- Graduates all over the world, larger share in Latin America
- Increasing internationalization:
  - MBA student exchanges
  - International visiting faculty members
  - International Consulting projects with Ernst & Young
  - Open enrollment ‘Doing Business in Argentina’ Program
  - HBS Customer Interaction Debrief session

OUR SCHOOL

- IAE Business School is part of the ‘Universidad Austral’
- Founded in 1978 as an Institute for Management
- Wide program offering, including Senior Management programs, tailor made programs for companies, Executive MBA programs
- Full-time MBA program
- Our school is accredited by EQUIS, AMBA and AACSB
DOING BUSINESS IN ARGENTINA

- 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’s and other Latin American societies.
- Team up and network with local and international students.
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.

Below you will find the tentative schedule:

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
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<tbody>
<tr>
<td>A Gaucho in the USA Case-Study</td>
<td>The Argentine Paradox</td>
<td>Risk Management in Argentina</td>
<td>Understanding Institutional Voids in Argentina</td>
<td>Argentinian business challenge:</td>
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<td>Prof. Patricio Fay</td>
<td>Prof. Marcelo Paladino</td>
<td>Prof. Lorenzo Preve</td>
<td>La Salada Market Case-Study</td>
<td>Final Presentation by groups</td>
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<td>Cultural Introduction by IAE MBA Students &amp; Foreign Students</td>
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<td></td>
<td>Prof. Carmelo Paviera</td>
<td>Prof. Lorenzo Preve</td>
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<tr>
<td>Lunch @ IAE</td>
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<tr>
<td>Argentinian business challenge introduction</td>
<td>Group Work</td>
<td>Group Work</td>
<td>Group Work</td>
<td>Final Experience</td>
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<tr>
<td>Prof. Lorenzo Preve</td>
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<td>Farewell Dinner (TBC)</td>
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<td>A local company will be introduced to the students, presenting a business challenge that they will have to solve, working in different teams. The students will exhibit their conclusions to the company board on Friday morning, and they will receive their feedback.</td>
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Located in Pilar, Buenos Aires Province, 50 minutes away from Argentina’s Capital City, 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.
ACCOMMODATION

5 NIGHTS, DOUBLE OCCUPANCY.
Hotel in Buenos Aires City, 50 kms away from our Campus. Location TBD.

WHY BUENOS AIRES?

With a population of over 10 million Buenos Aires and its suburbs feature endless cultural and entertaining alternatives. 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 excelling 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.
ARGENTINA AT A GLANCE

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 FEE: USD 2,500**

**INCLUDES:**

- Tuition / Materials and classes at IAE
- Transportation from the Hotel in BA City Center (TBD) to IAE during the morning and at the end of the day
- Lodging in Buenos Aires City (Hotel TBD)
- Lunches
- Wine tasting event
- Welcome or Farewell Dinner

*Does not include airfares or transfers from airport to hotel*
OPEN ENROLLMENT PROGRAM

FOR FURTHER INFORMATION, PLEASE CONTACT:

MERCEDES AUTUNNO
International Programs Manager
mautunno@iae.edu.ar