I – Course Objectives:

“Globalization is transforming profoundly the business landscape of the Latin world. Firms competing in this region are reacting not only to new trends in technology & innovation, but also to the impact of fundamental changes that have transformed the economic landscape of the Americas ....Although Latin America is a challenging region in which to do business, it offers rich rewards.”

This course will enable the student to identify and assess the key drivers of recent business transformations in Latin American markets. In this fashion, this course will allow the student to develop a good understanding of the Latin American business environment and its challenges and opportunities. The course covers a broad range of topics ranging from Latin America’s business culture to Sustainable Ecotourism.

II – Suggested Reading:

b) Newspapers: Valor Economico, Clarin, Valor Futuro, El Financeiro.

IV – Grading: Two essay exams (35% each) + individual project (30%)

V – Academic Integrity: Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge: “I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.” For full text of ASM’s academic honesty code, please visit http://www.mgt.unm.edu/honesty

VI- ADA Statement: Reasonable accommodations will be given to any individual with a legitimate disability. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.

VII – Course Content:

1. Doing Business in Latin America: An Introduction & Economic Perspective


h) Fernando Robles, Nila Wiese and Gladys Torres-Baumgarten, Chapter 1, The Economic Turnaround, Business in Emerging Latin America (Routledge 2015) pgs 3-20

2. Latin America Business Culture
   e) Sophia A. McClennen (2013). Where is Latin American Culture? From the Location of Culture to the Ethics of Culture. http://alternativas.osu.edu

4. **Latin American Infrastructure**
   b) AEGIR (2013). Infrastructure, Sustainability and Logistics Challenges in Latin America & the Caribbean. www.aegirports.com
      http://ihsglobalevents.com

5. **Sustainable Energy Trends & Perspectives**
      http://transatlanticrelations.org
      www.fs-unep-centre.org

6. **Millennium Goals and Environmental Perspectives**


7. Logistics & Competitiveness
   c) Jean Luis Guasch (2011). “Logistics as Driver for Competitiveness in Latin America and the Caribbean.” IDB.
   d) PWC (2014). Insights of Transportation & Logistics Sector in Mexico. www.pwc.com/mx

8. Trade & Foreign Direct Investment


9. The Latin American Consumer


10. Innovation and Technology


11. The Creative Economy


12. Ecotourism & Sustainable Strategies


