

# SASS

## San Andrés Summer School: LatAm Graduate Business Program

STUDY ABROAD IN BUENOS AIRES



# WELCOME

Universidad de San Andrés has been providing students with intercultural experiences for over two decades.

Combining academic excellence with all the excitement that a big city like Buenos Aires has to offer, our study abroad programs are the perfect combination for graduate students who are eager for knowledge and cultural experiences.

Personalized support from specialized staff is available to help students have a successful study abroad experience.

## Universidad de San Andrés

Internationally recognized as a premier institution of higher learning and research, San Andrés is one of the top universities in Argentina and throughout Latin America. It offers undergraduate and graduate programs in multiple disciplines.

San Andrés faculty are leading experts in their fields, most of whom hold PhD degrees from top universities in US, Europe and Argentina.

2  
LOCATIONS

2000+  
STUDENTS

80  
INTERNATIONAL  
PARTNERS

# SASS: SAN ANDRÉS SUMMER SCHOOL

**San Andrés Summer School: LatAm Graduate Business Program** is designed for graduate students in business who want to deeply understand Latin American markets, network with business students from Argentina and beyond and enjoy culturally rich Buenos Aires during the South American summer.

Taught in English and held in our downtown facilities, this intensive program approaches business in emerging markets from various perspectives in management, finance and marketing. Cases examined are primarily from Argentina and other LatAm countries. It includes corporate visits and talks with local business leaders. An optional cultural activities package as well as opportunities to get to know local San Andrés students are also offered.

2

MODULES  
Choose Module  
1, 2 or both

4

WEEKS  
per module

3

DAY  
WEEKENDS

4+

CORPORATE  
VISITS/ SPEAKERS  
per module

40%

LOCAL  
STUDENTS

3

YEARS  
Average participants'  
professional experience

50

PARTICIPANTS  
per year

## COURSES OFFERED (SUBJECT TO CHANGE):

### MODULE 1 January



#### Management and Marketing Strategy in LatAm

**MGMT** | International Business Strategy: Expansion Into and Out of Emerging Markets

**FINANCE** | Corporate Valuation in Developed and Emerging Markets

**MKTG** | Consumer Behavior: Glocalization in Latin America

**MKTG** | Marketing in Latin America: Analyzing Success Cases with Company Leaders

### MODULE 2 February



#### Applying Innovative Business Tools in Emerging Markets

**MGMT** | Stakeholder Management in Emerging Markets

**MGMT** | Entrepreneurship in Emerging Markets: An Argentine Boot Camp for Startups

**FINANCE** | Success and Survival in Changing LatAm Business Environments

**MKTG** | Branding Strategies for Business Models in LatAm

The Universidad de San Andrés MBA is consistently ranked among the top 3 MBA's in Argentina by *Apertura*, *América Economía* and other top Latin American business journals.

### Course Information

- 35 contact hours per course
- Official transcript emitted to student's home institution
- Max 3 courses per module



# IMPROVE YOUR SPANISH

Various optional fee-based programs provide the opportunity to start learning Spanish or to take your Spanish to a higher level. Courses are carefully tailored by a team of native instructors with vast experience in dynamic, experiential teaching methods, taking advantage of the proximity to Buenos Aires cultural sites.

## For Beginners

### Basic conversation course (Jan)

Non credit-bearing. Meets for an hour twice a week.

## For Intermediate+

### Intensive Spanish Program (Feb)

Credit-bearing. 10am-2:30pm Mon-Fri.

Minimum requirement is one year of university level Spanish or equivalent.



# CUSTOMIZE YOUR EXPERIENCE

Students may choose to take SASS Module 1, Module 2 or both.

These may also be combined with one of the Spanish language learning opportunities above.

Note: Students who choose to take the Feb Intensive Spanish Program, may take a maximum of one Feb SASS course.

## Eligibility

- Currently enrolled in good standing in a Graduate Level Business Program.
- English Language Minimum: **TOEFL iBT 90 or equivalent**

## APPLY NOW!

Instructions: <http://www.udesa.edu.ar/SASS/Apply> | Deadline: **Oct 15**

Students participate in SASS through exchange collaborations and special arrangements with partner universities. If you are interested in joining the SASS program through direct enrollment, please contact [studyabroad@udesa.edu.ar](mailto:studyabroad@udesa.edu.ar) for more information.

*"The program was great in all aspects: relationships, content, schedule, teachers, etc."*



**Thibaut Gimenez**  
France



*"I learned so much about the country, culture + making business here. Thank you. ♥"*



**Stephanie Steeg**  
Germany



*"The intensive schedule was great. It allows students long weekends for travel and cultural experiences."*



**Ben Crane**  
United States



# BUENOS AIRES

## A World-Class City

Buenos Aires is one of the safest and most cosmopolitan capitals in Latin America. The widely diverse population creates a dynamic mixture of Latin American and European culture, which is reflected in the city's eclectic architecture, distinct cuisine and rich cultural life.

Buenos Aires is home to an incomparable array of theaters, bookstores, cafés, museums and *milongas* (tango salons), and it has a vibrant and active nightlife.

The city has a temperate climate. SASS is held in the warm summer months of January and February, far from the cold of the Northern Hemisphere. This time of the year is ideal for sidewalk cafes, night time strolls and studying by the pool.

## Housing

Universidad de San Andrés is happy to assist students in their housing search. For short term rentals, we will provide recommendations and resources. For those interested in maximizing their cultural immersion, San Andrés offers the option of carefully selected local host families. The cost includes breakfast and dinner every day (except dinner on Saturdays).

## Visa Requirements

Students with citizenship from the US, Europe and other designated countries do not require a visa if the length of stay in Argentina is less than 90 days. Please contact [studyabroad@udesa.edu.ar](mailto:studyabroad@udesa.edu.ar) for more information.

## Optional Cultural Activities

Bus and walking tours through the most vibrant and interesting areas of downtown Buenos Aires.

Day excursion to historic San Isidro and the Tigre Delta (bus, boat and canoeing tour).

Visit to an *estancia*, countryside ranch, with traditional activities like horseback riding, gaucho show and an *asado*, the famous Argentine barbeque.

Tango lessons at a *milonga* and Tango orchestra show.

Guided tour of contemporary Buenos Aires street art and graffiti.



# ENJOY ARGENTINA

Take advantage of your three-day weekends to explore the country's landscapes, cultural sites and business opportunities.



## Argentine Northwest

This area is known for its awe inspiring geological formations, Quechua and Aymara indigenous cultures and fertile agricultural valleys.



## Mendoza

With a successful wine industry, plentiful natural resources and strong work ethic, the Argentine province of Mendoza has a bright future and is great for a weekend getaway.



## Patagonia

Patagonia boasts some of the most dramatic, unspoiled and mesmerizing landscapes on earth including colossal glacial fields and alpine meadows. It is a must-see for backpackers, upscale travelers and those interested in Argentina's tourism industry.



## Iguazú Falls

Voted as one of the 7 Natural Wonders of the world, it is also home to the "wild west" tri-country market region of Paraguay, Brazil and Argentina.



## Buenos Aires

Buenos Aires is the cultural capital of Argentina and home to major Latin American companies. The city's wide boulevards, incredible food and raucous nightlife will remind you of Europe, but with an edgy Latin American twist.

**Buenos Aires has been ranked as the best student city in Latin America by QS Top Universities for both its academic excellence and great student life.**

### Universidad de San Andrés Campus

Vito Dumas 284, (B1644BID) Victoria,  
Partido de San Fernando,  
Pcia. de Buenos Aires, ARGENTINA

### Universidad de San Andrés Downtown facility

25 de Mayo 586, (C1002ABL)  
Ciudad Autónoma de Buenos Aires,  
ARGENTINA

### Application process and contact:

+54 11 4725-6958

[studyabroad@udesa.edu.ar](mailto:studyabroad@udesa.edu.ar)

[www.udesa.edu.ar/sass](http://www.udesa.edu.ar/sass)

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