

Universidad Torcuato Di Tella

Course Modules

Module 1: International Business Strategies: Challenges and Opportunities in Emerging Markets

- International business strategy
- Macroeconomic environment in Latin America
- Doing business in Latin America
- Managing in complex environments
- Emerging Market Multinationals and “Multilatinas”
- Visit to a couple of multilatinas, such as Tenaris or Globant
- Competing with giants. Survival strategies for local companies in emerging markets.

Module 2: Managing People in Complex Environment

- Intercultural negotiation and communication
- Human resource management in emerging markets. How companies recruit, retain and manage people in emerging markets.
- Managing people in difficult situations
- Crisis management
- Stress management

Module 3: Advanced Financial Topics in Emerging Markets

- Valuation techniques in emerging markets
- Corporate finance in incomplete financial markets.
- Non-traditional financial instruments
- M&A and private equity in Latin America
- Capital markets in emerging markets

Module 4: Marketing Strategy in Developing Economies

- Consumer behavior in emerging markets
- Consumer insight
- Sensorial Marketing
- Social Marketing at the Base of the Pyramid
- Inclusive business
- Building brands in emerging markets