

Intercultural Business Challenges in Latin America

FEN SUMMER SCHOOL 2017

PROFESSOR: GABRIELA SCHULTEN

DATES: Monday 3rd to Friday 7th July 2017

TOTAL TEACHING: 12 hours

FINAL EXAMINATION: 3 hours

I. COURSE DESCRIPTION/ GENERAL OBJECTIVES:

- The fundamental goal of this course is to provide an intellectual and experiential forum that examines intercultural challenges of the Latin American business sector and marketplace.
- To gain an understanding of the business environment in Latin America and its place in a broader global context.
- To identify cultural issues affecting stakeholders doing business in the region.
- To make the student sensitive and understanding of customs necessary to be successful future business managers in Latin America.

II. LEARNING OUTCOMES:

- To acquire a good understanding of Latin America from a historical, political and economic perspective.
- To have a better understanding of the cultural differences between countries in Latin America, specifically Brazil, Argentina, Mexico, Peru, Colombia and Chile.
- Understand and assess key risks for business in Latin America against the background of “globalization”
- Explain significant aspects of national trade policies of the six biggest economies in Latin America.

III. BASIC BIBLIOGRAPHY

BOOKS

Edwards (2010) “Left Behind: Latin America and the false promise of Populism ”. Sebastian Edwards. Chicago. The University of Chicago Press, 2010 (*Chapters: 5,10*)

<https://www.youtube.com/watch?v=iNhOLcmnhPU>

Lecture by Sebastian Edwards at University of Chicago 2010

Hofstede et al (2010) “ Cultures and organizations, Software of the mind”

Geert Hofstede, Gert Jan Hofstede, Michael Minkov. McGraw Hill 2010
Chapters: 3, pp 53-62; 4, pp 89-99, 5, pp 135-144, 6, pp 187-195

Casanova (2009) "Global Latinas: Latin America's emerging multinationals"
Lourdes Casanova. New York. Palgrave Macmillan, 2009, pp 1-

ARTICLES

Zettelmeyer (2006), "Growth and Reforms in Latin America: A Survey of facts and arguments", Jeromin Zettelmeyer, IMF Working Paper, 2006. pp 3-17, 30-33

Joyce et al (1999), "Organizational implications of Latin American culture: Lessons for the expatriate manager", Joyce S. Osland Silvio De Franco Asbjorn Osland.

Raineri Bernain (2003), El impacto de la cultura nacional en la administracion de equipos de trabajo en Chile. Andres Raineri Bernain, Estudios de Administracion , Universidad de Chile. Vol.10, no.2, p.27-57

Gaymer (2002), " Cross-cultural issues between the English and the Chileans: An introductory Analysis to Understand Cultural Differences in Business and Society" Revista Mad. No.7. Septiembre 2002. Departamento de Antropología. Universidad de Chile

E. Ellis (2010), "Emerging multi-power competitions in Latin America"

IV: RULES:

1. Attendance to class is compulsory. Likewise punctuality is expected as a courtesy to the professor as well as fellow students. Leaving class early is not allowed unless previously arranged with the professor for valid reason.
2. For every class session, students must have read and studied the corresponding bibliography. Students are encouraged to read local press to stay abreast of news reports relevant to the course. (El Mercurio, Diario Financiero, Estrategia)
3. The professor reserves the right to change bibliography as the module unfolds.
4. Medical or other related justifications for absence need to be referred to regular channels established by the undergraduate business school.

V. INTERNET RESOURCES AND DATABASES

DATABASES (www.uchile.cl)

1. EBSCO
2. Proquest
3. Science Direct
4. Ocnenet
5. Emerald

Links to some interesting Internet sources:

<http://www.focus-economics.com>

Economic data

<http://www.pulsamerica.co.uk>

News Latina America

<http://www.latinamericanpost.com/category/economix/>

News and data Latin America

<http://www.worldbusinessculture.com>

Business Culture

<http://data.worldbank.org/indicator/NY.GDP.PCAP.CD>

World Bank economic data

<http://www.oberlin.edu/faculty/svolk/latinam.htm>

Provides web sites on a series of countries.

<http://www.history.emory.edu/LatAm/>

Provides chronologies and other information on Argentina, Mexico and Brazil.

<http://www1.lanic.utexas.edu/>

<http://vlib.iue.it/history/americas/Venezuela/index.html>

<http://historicaltextarchive.com/sections.php?op=listarticles&secid=14>

Has text articles on various Latin American topics. There is also a special site for Argentina, Peru, etc. There are also e books on this site.

<http://www.fordham.edu/halsall/mod/modsbook32.html>

Offers an internet sourcebook on 19th century Latin America.

<http://www.fordham.edu/halsall/mod/modsbook55.html>

Provides information and documents for 20th century Latin America

<http://www.latinamericanstudies.org/>

Has interesting links for most countries.

<http://www.international-business-center.com/>

Additionally:

1. <http://www.transparency.org/> (Transparency International)
2. <http://www.bancomundial.org> (World Bank, in spanish)
3. www.worldbank.org (World Bank)
4. <http://www.eclac.org> (Comisión Económica para América Latina y el Caribe)
5. <http://www.imf.org/> (International Monetary Fund)
6. <http://www.wto.org> (World Trade Organization)
7. <http://www.odci.gov/cia/publications/factbook/> (The World Factbook)
8. <http://www.apecsec.org.sg/> (APEC)
9. <http://www.aseansec.org/home.htm> (ASEAN)
10. <http://www.un.org/spanish/> (United Nations)
11. <http://www.prochile.cl/> (ProChile)
12. <http://www.funpacifico.cl> (Fundación Chilena del Pacífico)
13. <http://www.bcentral.cl/esp/> (Banco Central de Chile)