

English Title

Business Strategies in Latin America and the Caribbean

Language	Spanish
Course ECTS	7.5 ECTS
Type	Mandatory
Level	Full Degree Master
Duration	One Semester
Start time of the course	Spring
Timetable	Course schedule will be posted at calendar.cbs.dk
Study board	Study Board for BSc and MSc in Business, Language and Culture, MSc

Course coordinator

- Jacobo Ramirez - Department of Management, Society and Communication (MSC)

Main academic disciplines

- CSR and sustainability
- Globalisation and international business
- Political leadership and public management

Teaching methods

- Face-to-face teaching

Relevant links

[Programme Regulations](#)

[Rules and regulations for exams at CBS](#)

Learning objectives

- Content:
- Discuss the need to move from a management model based on the extraction of nature to a model based on and indigenous knowledge to enact more responsible.
- Explain how the public sector has adopted 'market' oriented management models, and the implications to public management. Discuss implications of sustainable development on organisational practices in the LAC region.
- Understand other non-capitalist/indigenous ways of living and livelihoods and the implications of this for Human Rights and doing Business in Latin America.
- Formulate an exam topic, in the form of a synopsis, based on the themes and concepts in the curriculum, and reflect analytically upon the links between that topic and the other topics and concepts in the curriculum, without having to be prompted by the examiner.
- Language:
- Respond fluently to the examiner's questions, so that the examination flows as a dialogue.
- Speak grammatically correct, coherent and well-pronounced Spanish without committing grammatical, lexical, idiomatic or pronunciation errors that disturb communication.
- Present and discuss a given topic in Spanish using an appropriate and rich vocabulary and academic terminology.
- Correct errors in the exam situation.

Examination

The exam in the subject consists of two parts:

Business Strategies in Latin America and the Caribbean - Content:

Sub exam weight	50%
Examination form	Oral exam based on written product

	In order to participate in the oral exam, the written product must be handed in before the oral exam; by the set deadline. The grade is based on an overall assessment of the written product and the individual oral performance.
Individual or group exam	Individual exam
Size of written product	Max. 3 pages
Assignment type	Synopsis
Duration	Written product to be submitted on specified date and time. 30 min. per student, including examiners' discussion of grade, and informing plus explaining the grade
Grading scale	7-point grading scale
Examiner(s)	Internal examiner and second internal examiner
Exam period	Summer
Make-up exam/re-exam	Same examination form as the ordinary exam

Description of the exam procedure

The course has only one exam consisting of two parts. The grade is given for the content of the synopsis and the oral presentation.

Business Strategies in Latin America and the Caribbean - Language:

Sub exam weight	50%
Examination form	Oral exam based on written product

	In order to participate in the oral exam, the written product must be handed in before the oral exam; by the set deadline. The grade is based on an overall assessment of the written product and the individual oral performance.
Individual or group exam	Individual exam
Size of written product	Max. 3 pages
Assignment type	Synopsis
Duration	Written product to be submitted on specified date and time. 30 min. per student, including examiners' discussion of grade, and informing plus explaining the grade
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Course content, structure and pedagogical approach

Globalisation has led to new dynamics and new organisational adjustments and the management in the public and private sectors, and in civil society organisations in the Latin America and the Caribbean (LAC) region.

In order to discuss the implications the LAC region, in the private and public sectors for the need to move from a traditional organisational model based on the extraction of nature and impacted by patronage and corruption. In order to reach a different more inclusive management model based on deliberate democracy and indigenous knowledge with the aim of enacting more responsible and sustainable management. These tendencies promote the adaptation of new management models, which are based on market ideologies, and the notion on information society based, and social responsibility of economic and political actors, in a hyper-informed world.

This course is divided into three blocks, which combine specific cases (meso and micro levels), considering theoretical perspectives and critiques to explore the 'translation' of 'new' management practices in the LAC region in private sector. In the first block is presented business strategies of local (LAC) and European firms in LAC. The second block presents the new public management and its implication to democracy in the LAC region. In the third block is analysed sustainable development and human rights, and their organisational implications, on the transformation of the organisational practices.

Description of the teaching methods

This course aims to develop the students' skills through individual and collaborative activities, which are designed to promote students' participation in sharing their opinions, experiences, views, thoughts and knowledge. The case study approach/method is the principal learning strategy for the teaching-learning process.

Through the case study method, the students will practice and apply theory and knowledge to real-world problems. The students, collaboratively (in teams), will identify and clarify the problems presented, analyse the information found on each case, formulate and evaluate options, present and defend their recommendations. The case study method involves the development of critical thinking, information analysis, and problem-solving skills. One of the principal objectives of this learning strategy is that the students assume a key role in the learning process.

Note: The students are responsible to buy the case studies for this course. Please follow the instructions posted at CBS' Canvas.

Feedback during the teaching period

Students will make oral presentations of case study and academic readings. The students will receive feedback on two areas: 1) Content -discussion of the assigned questions for the case study/ readings in relation to the theoretical background of the course, and 2) Language -oral communication in relation to vocabulary, pronunciation and grammar in Spanish. Students are encouraged to make use of those to enhance their learning experience, of course in addition to regular participation and two-way communication in lectures. The lecturer will also strive to be readily available for a one-to-one dialogue in both lecture breaks and following each lecture session.

Student workload

Lectures	30 hours
Exam	0.5 hours
Preparation	175.5 hours
Total	206 hours

Expected literature

Please note that the complete literature list will be available on Canvas

1. Concha, J. y Gómez, O. (2016). Análisis de atracción de inversión extranjera a países de la Alianza del Pacífico. *Estudios Gerenciales*, [en línea] 32(141), pp.369-380. (Total páginas 7). Disponible en: <http://www.redalyc.org/articulo.oa?id=21251783009>
2. Torres Guillén, J. (2014). El carácter analítico y político del concepto de colonialismo interno de Pablo González Casanova. *Desacatos*, 85–98. (Total páginas 12). Disponible en: <http://www.redalyc.org/articulo.oa?id=13931306008>
3. Galván Martínez, D. y Fermán Almada, J. y Espejel, I. (2016). ¿Sustentabilidad comunitaria indígena? Un modelo integral. *Sociedad y Ambiente*, [en línea] (11), pp.4-22. (Total páginas 14). Disponible en: <http://www.redalyc.org/articulo.oa?id=455748464002>

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