

## ***GEB 6930 -- International Business Study Tour: Argentina***

**Instructor: Andy Naranjo, Emerson-Merrill Lynch Professor of Finance & Associate Director CIBER**



**Focus:** This course provides a group of twenty-five students firsthand exposure to international businesses, business practices, markets, and institutions. During the spring break period (i.e., March 6<sup>th</sup> - 11<sup>th</sup>), the class will visit important businesses, public institutions, and cultural/historical sites in Argentina. Terry McCoy, Professor Emeritus and Director of UF's Latin American Business Environment Program, will also accompany the group.

**Argentina, A Leading Emerging Market:** Argentina provides an interesting backdrop for experiencing international business practices and operations. Argentina is one of Latin America's most developed economies and has served as an important model of economic reform for many developing economies around the world. The country has an interesting blend of abundant natural resources and a reputation for strong institutions, an educated workforce, and good infrastructure. Comprising almost the entire southern half of South America, Argentina is the world's eighth largest country. Buenos Aires is a complex, energetic, and seductive port city that stretches south-to-north along the Rio de la Plata. The architecture and lifestyle of Buenos Aires is very European, including the heritage of many of the city's inhabitants that have many Spanish, Italian, and German surnames. It is also in a region filled with attractive sites and activities, and the surrounding region is the heartland of many of Argentina's economic, financial, industrial, and cultural activities.

**Course Description:** The course (2 credits, 4<sup>th</sup> Module) consists of two parts – a pre-trip course component and the study tour. The pre-trip component will provide students with background on Argentina and situate it in the context of emerging markets. The study tour, which takes place March 6<sup>th</sup> – 11<sup>th</sup>, 2010, includes the following *tentative* site visits:

- City Tour, Estancia, Southern Cross, Goldman Sachs Argentina, Sparrel, Boston Consulting Group, Northia Laboratories, Google Argentina, Ford Argentina, Asociacion Del Tejar, Frigorifico Amancay, Tango dinner/show, CIPPEC, and IAE Business School

### **Requirements:**

- Two to three pre-trip class meetings and a brief post-trip paper
- Meaningful individual participation during the trip and class meetings
- Some background research on the companies/organizations that we will be visiting

### **Estimated Study Tour Course Costs and Course Enrollment:**

Estimated budgeted course cost per student for the study trip component is *approximately* \$1,250, payable to the UF Office of Overseas Study. There is a non-refundable \$350 deposit due by September 9, 2009, with the remainder due by October 1, 2009. The budgeted cost includes hotel accommodations, some group meals, ground transportation and miscellaneous fees, but it does not include airfare, UF tuition for GEB 6930 or discretionary spending. Please note that the enrollment in this course is limited to 25 students. Please note that the demand for this course exceeds the available slots, so it is important that you sign-up early – by no later than September 1, 2009. To sign-up for the course, please contact your respective program coordinators (i.e., Kara Cupoli for MBA, Kelly Herring for MSF, Mindy Kraft for MAIB, or myself if you are not in one of these other programs [Andy.Naranjo@Cba.Ufl.Edu](mailto:Andy.Naranjo@Cba.Ufl.Edu)).