

LAS 6295 Latin American Business Environment

Dr. Terry McCoy

Course Overview

This course is designed to equip students with the knowledge and skills necessary for interpreting current events and assessing future developments in Latin America from a business perspective. It gives special attention to the economic reforms and regional trade agreements of the 1990s, and addresses the social, political and legal factors affecting business and finance. It also examines business practices, ethics and etiquette.

Prerequisites/Registration

MBA or other graduate business standing, graduate or advanced undergraduate standing in the social sciences and one semester of economics are required. Previous Latin American course work or experience is useful but not required. Graduate students who want 3 credits can register for LAS 6295 or GEB 6930 and one credit of LAS 6905 (with instructor's approval).

Course Requirements

Individual graded work includes a comprehensive 2 hour final examination and questions from the readings submitted to the course Web CT, while group assignments include case presentations and team projects assessing the prospects of a sub-region within Latin America.

The past decade and a half has produced unprecedented changes in the Latin American business environment, opening formerly closed economies to global competition. In 1999 Latin America was the largest regional recipient of foreign direct investment in the world, attracting \$97 billion. But despite the promise of the Latin America's New Economic Model, economic growth has been weak in recent years, and financial turmoil threatened several important economies. What does the future hold for Latin America's business environment? Is it headed for sustained growth or a major paradigm shift? How will Latin America cope with the growing demands of the global marketplace and volatile capital flows? How can companies and investors balance the shifting mix of opportunities and risks?