

Valid for 2024.FS

Module Name: Doing Business in Latin America	
Module Code	w.BA.XX.2DBusLA.XX
Module Description	If you are interested in Latin America and want to know how to do business in the region in a sustainable context, then this module is for you. In interactive classes, we will discuss different topics from a sustainable perspective as well as recent developments. The module addresses the dynamic economic, social, and ecological challenges and opportunities of doing business in Latin America. It takes a closer look at Latin American history and culture, consumers, the impact on the growing middle classes, and the bottom of the pyramid, as well as corruption and organized crime. Furthermore, the module deals with issues that Swiss companies and entrepreneurs face when doing business in the region regarding cultural differences and the peculiarities of the region. There will be a focus on the region's main exporting sector: natural resources. It highlights the importance of the region in terms of opportunities, risks, and challenges arising from climate change. It evaluates the best possible strategies for doing business in these areas, building up resilience, and what lessons can be learned under the three lenses of sustainability. We will take a closer look at business opportunities for entrepreneurs and suitable business model frameworks to develop a sustainable value proposition. The module includes group assignments in which students will have to work on specific topics and evaluate the situation regarding economic, ecological, and social sustainability. The module expands on the knowledge of earlier international business and management modules and will make ample use of case studies.
Program and Specialization	International Management
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory Elective
	Program Phase: Main Study Period
ECTS	3
Organizational Unit	W Abteilung International Business
Module Coordinator	Nico Pfändler (pfad)
Deputy Module Coordinator	Florian Roth (roft)
Prerequisite Knowledge	No specific prerequisite knowledge required, but a interest in Latin America and sustainability is beneficial
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	<ul style="list-style-type: none"> Students... <ul style="list-style-type: none"> § understand the basic characteristics of economies and markets in the region. § comprehend the impact of ecological and social challenges on the growing middle class and the bottom of the pyramid from their perspective. § analyse holistically the opportunities and risks of doing business in Latin America.

	§ critically evaluate the motivation and strategic consideration guiding the expansion of foreign companies to Latin America as well as the ways in which MNEs and SMEs manage and organize their operations. § evaluate the different political, sociocultural, and historical aspects of doing business in these countries. § use a systematic sustainability approach to guide strategic business decisions. § identify and assess data/information from a variety of sources. § express themselves individually and as members of a team.		
Module Content	§ The essentials of Latin America: its culture, history, and political systems; the social dynamics of Latin America; important consumer markets and industries § Overview of current challenges to businesses in Latin America, such as those associated with key industries like coffee and lithium § Connecting business perspectives with key societal challenges in Latin America, such as poverty, corruption, and institutional fragility § Integration of practical examples (includes presentations by guest lecturers) § Assessing risks to business decisions; building reliable and transparent supply chains; measuring impact for sustainability § Future opportunities for Latin America: Regional integration; social entrepreneurship & sustainable business models; renewable energies; adapting to climate change, and resilience		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	12 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	12 h	50 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Moodle Test	Grade	30	20,00 %
Talk/oral presentation	Grade	25	35,00 %
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Participation in class	Grade	-	10,00 %
Classroom Attendance Requirement	Mandatory Attendance: 75% Low attendance (without justification) may have a direct impact on the student's grade (deduction) or may lead to compensatory tasks.		
Language of Instruction/Examination	English		
Compulsory Reading	Feldmann, P. (2014). Management in Latin America. Cham: Springer. ISBN 978-3-319-04749-2.		
Recommended Reading	-		
Comments	Other reading matter will be published on Moodle.		