

Latin American Business Strategies

ECTS : 3

Description du contenu de l'enseignement :

- What is Latin America? - Latin American Historical Formation: Issues of Colonialism - Latin American industrialization - U.S. presence in management in Latin America - Corporate-Political relations in Latin America - Management Culture in Latin America - Challenges of managing organization in Latin America - This course aim to present peculiarities of doing management in Latin America.

Compétence à acquérir :

- Understanding different organizational types in the region as well as how politics affect managing in the region.

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