

## COURSES OVERVIEW – Concentrated CBEM

### **1. CROSS CULTURAL MANAGEMENT & LEADERSHIP IN LATIN AMERICA**

**Prof. Mariella Olivos, Ph.D. Candidate - Tilburg University, The Netherlands**

The course will provide students with a conceptual and practical knowledge of intercultural management to understand and to analyze the Latin American and Peruvian environment for doing Business and to discover manager's leadership style in the region.

Traditionally has been seen the Latin American region as an homogeneous one, not just in terms of the Spanish common language but on other common links that typically are sharing, but Recently published papers and researches show how many stereotypes has been dominated the scenario, this issues will be analyzed in this seminar using some of the theoretical frameworks of culture.

#### **LEARNING OUTCOMES**

- To comprehend a particular organizational context as it is the Latin American region.
- To cite a definition of culture and describe its components and complexities.
- To identify students own cultural profile and to learn a tool for analyze cultural style and differences between countries.
- To describe interactional behaviors common among cultures in Latin America, in social and professional areas as family roles, gender roles, team work, and hierarchy dimension.

### **2. ECONOMIC INTEGRATION**

**Prof. Elda Cantú, MA in Latin American and Caribbean Studies - New York University, USA**

The course will familiarize students with Latin American trade agreements. Participants will apply the main concepts, theories and trends in international political economy to the hemispheric context.

#### **LEARNING OUTCOMES**

- Identify the main stages of economic integration using Latin American examples
- Apply the most important concepts of International Political Economy to the Latin American context.
- Understand the main challenges to economic integration in the Americas.
- Acquire a general overview of current political economy in the Americas.
- Discuss in an informed, articulate and respectful matter the main trends in current Latin American politics.
- Use critical thinking to report in written form on assigned readings

### **3. ECONOMIC AND BUSINESS DEVELOPMENT IN PERU**

**Prof. Eduardo Mantilla, MsSc in Economics - University of Illinois at Urbana  
Champaign, USA**

The course will provide the knowledge required to analyze the Peruvian economy and its growth during the last 20 years, including also the recent economic policies and the opportunities for investing in private activities.

#### **LEARNING OUTCOMES**

- Understand the basis and structure that sustained the economic growth during the last 20 years in Peru.
- Identify the investment opportunities on different economic sectors, such as fishery, textile, tourism, energy, mining, construction.
- Analyze the impact of free-trade agreements on Peruvian economy and the opportunities created by them, knowing the most important agreements signed by the Peruvian government.

### **4. DEALING WITH RISK IN FINANCIAL MARKETS IN LATIN AMERICA**

**Prof. Edmundo Lizarzaburu, Ph.D. Student - Carlos III University, Spain**

The course places a h4 emphasis into understand the nature, objectives and difficulties of risk management as a tool to guide decisions that maximizes the company's value.

#### **LEARNING OUTCOMES**

- Explain how modern corporations have to follow risk management methods.
- Explain the roles and structure of the risk function and the nature of relationships with other areas in the organization.
- Use models from financial and risk theory to support risk analysis and guide decisions that maximize the company's value.

### **5. ENTREPRENEURSHIP**

**Prof. Javier Del Carpio, PhD - Dean of the Faculty of Engineering – ESAN Univerdsity**

The course involves theory and practice. Its main goal is to promote an entrepreneurial culture.

It involves the identification, motivation, orientation and development of the individuals' potential. Further, the course relate these individual capabilities with entrepreneurial competences and helps students to understand the needs from the environment to generate business ideas, to identify business opportunities and to structure business plans that help students to create sustainable and competitive companies in both the national and international markets.

This course is designed to help you understand the meaning of both entrepreneurship and entrepreneur, to help you decide if and when you want to follow an entrepreneurial path, and to give you some basic tools to pursue such a path successfully.

In particular, the course aims to help the participants: first, to identify and evaluate business opportunities; second, to evolve from a business idea to a business concept and third, to establish the basis to exploit the “winning concept” that you, as an entrepreneur, have developed.

Over the course we will expand the definition of an entrepreneur beyond what we typically consider an entrepreneur (i.e., a person who starts and/or runs a business) to include people who are entrepreneurs within other companies. We will do this for two reasons. First, as you will see, many entrepreneurs spend years developing skills and experience as traditional employees working for others before venturing out on their own. Second, I believe that the mind-set and skills that can make you a successful entrepreneur are the same ones that can make you a successful executive. Indeed, high-growth, innovative companies need entrepreneurs to drive growth and innovation within their companies.

Despite that this is a regular course; independent study is an integrated part of the class requirements. In every week, participants not only will have a direct interaction with the instructor through “on campus” classes but also will be required to do independent study during the week (to be prepared for potential quizzes). The teaching style will mix theory and academic concepts with practical applications.

## **LEARNING OUTCOMES**

- Demonstrate written communication skills in both academic and professional assignments.
- Propose, evaluate and defend possible solutions about a specific problem.
- Identify the social responsibility of a particular company about its customers, suppliers and other stakeholders.
- Demonstrate competence in basic concepts and principles in different fields such as: business, accounting, economy, finance and marketing.
- Develop operating plans for each of the functional areas of the company.
- Formulate and evaluate investments.

## **6. PROJECT MANAGEMENT PRODUCT LAUNCHING**

**Prof. Estuardo Lu, MBA - ESAN University, Peru**

The aim of the course is to facilitate that student develops a key competition in the search or creation of the value of a business, which consists in the developing of his capacity to generate, integrate and combine ideas to launch in a successful way new products to a market as well as to develop and plan each of the stages of the process that must follow. The course seeks to develop also the skills of evaluation of the attractiveness of a category market of a new product, the effective presentation of his offers, as well as the leadership and the teamwork involve in the management of a launching project.

## LEARNING OUTCOMES

- Analyzes, evaluates and recommends the opportunities of market that could be turn into potential ideas for successful products launching that allow companies to lever up their growth strategies.
- Develops and designs in detail the plan or process that an idea for a product have to follow to turn it into a winning concept, analyzing carefully each of its stages.
- Formulates and presents clearly how to develop a differential concept from a product idea and a better comprehension of the needs of the target audience.
- Evaluates the attractiveness of the market for a new product, applying methods of forecasting or estimating potential market demand.
- Designs, analyzes and interprets research test of products or concepts.
- Designs and establishes the plans of launching and methods of introduction of new products to the market aligned with the rest of the marketing mix variables.
- Develops the skills of speaking and writing, as well as the argumentation and the effective presentation of proposals, research plans and launching plans.