

International
**SUMMER
SCHOOL**

Rosario | Argentina
2025

UNIVERSIDAD
AUSTRAL
SEDE ROSARIO



International **SUMMER SCHOOL**

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2025



Explore one of the most interesting destination in Latin America: The city of Rosario, located in the beautiful country of Argentina.



With one million inhabitants, theatres, art museums, national monuments and two main professional soccer teams, the city of Rosario has a very cosmopolitan environment. Live near the Paraná River 300 kilometres from Buenos Aires, and learn about this important urban centre for regional development within Argentina.

Rosario is an industrial, commercial and business hub with a strategic location regarding MERCOSUR (Southern Common Market). Universidad Austral is located in Rosario and hosts this summer program.

This program is designed to provide undergraduate business students with the necessary tools and knowledge to act proficiently in different business situations. Particular emphasis is given to the performance in Latin American environments.



General overview

01

General overview

TITLE:

Doing Business in Latin America

DATES:

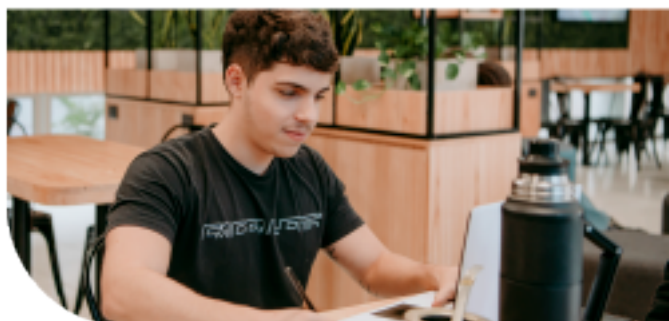
From Monday June 23 to Friday July 18, 2025

CREDITS:

6 ECTS (3 US Credits). Students who wish to gain credits should ask their own institutions in advance about the acceptability of the Summer School evaluation for credit purposes.

LANGUAGE OF INSTRUCTION:

All courses will be taught **in English**, and no second language ability is required.



PEDAGOGICAL CONTENT:

The module will be made of:

- » Pre-reading
- » Taught classes
- » Group projects
- » Personal study time
- » Guest speakers
- » Cultural visits

PRE-REQUISITES:

Successful completion of at least two years of undergraduate level studies.

Strong command of Spoken and Written English.

General overview



REGISTRATION DEADLINES

Regular deadline: March 31, 2025

APPLICATION:

Contact clavadenz@austral.edu.ar and you will receive the application form, updated information and, if required, payment instructions.

FEES:

Exchange students: tuition fees can be waived if an agreement has been signed between FCE - U. Austral and the home institution. Please ask for special conditions at your home university. All other costs - accommodation, meals, transportation and cultural visits at the student's expense.

HOUSING:

Students will be provided with tips to find proper accommodation in Rosario.

Students will be given a [Certificate of Completion](#) at the end of the program if they fulfill the attendance requirements of the courses (90 academic contact-hours). If a student decides to participate in the evaluation and submits all assignments, he/she will be awarded with a [Certificate of Completion and Assessment](#).



Classes

02

Classes



COURSE: Latin American Business
TOTAL HS: 46h | INSTRUCTOR: MBA. Ciro Lavadenz

MBA. Ciro Lavadenz has a bachelor degree in Administration and an extensive experience in teaching. He is a professor at the Universidad Austral (Area of Marketing and International Trade) and the Universidad Nacional de Rosario (Area of Management).

Acted as Consultant in the area of International Trade for several companies in Argentina and Canada as well as responsible for international exchange programmes at FCE - U AUSTRAL (incoming and | outgoing).



COURSE: Latin American Economics
TOTAL HS: 44h | INSTRUCTOR: PhD. Ana Inés Navarro

Dr. Ana Inés Navarro is a renowned academic, she works as Professor and Director of the Department of Economics at the Universidad Austral. With previous teaching positions at the IAE Business School and the School of Government of the same university, she has extensive experience. She is a Full Professor at the National University of Rosario and Director of their Doctorate in Economics.

Her research covers diverse topics such as social policies, mobility, income risk, regional economics, AgTech ecosystems and startup sustainability and has been published in respected international journals and books. She contributes significantly to the national discourse and is frequently consulted by local public officials.

Main Contents

03

Main Contents

COURSE: Latin American Business

Instructor: MBA. **Ciro Lavadenz**

Content



This course will focus on several issues related to International trade transactions around Latin America.

The main objectives are:

- » To analyse the level of globalization of the Latin American region.
- » To analyse the role of multilateral organizations in the development of international trade in Latin American countries.
- » To understand Latin America culture.
- » To develop skills to understand the complexities of the international scenario and the management of projects in volatile markets.
- » To provide basic knowledge of instruments that are used in international trade transactions.
- » Students are motivated to attempt to develop an international marketing strategy in Latin America.



Spanish classes: Survival Spanish classes are included in this course.

Main Contents

COURSE: Latin American Economics

Instructors: PhD. Ana Inés Navarro, PhD. Roberto Feeney.

Content



The course focuses on a variety of issues regarding Latin America development. Topics range from the long term (economic and institutional determinants of productivity and inequality) to the short term (episodes of inflation, stabilization, and crises, and comparative performance of contemporary, all accompanied by economic models and quantitative evidence.

Company visits: This course includes visits to companies relevant to the business activities in central Argentina. Special emphasis is given to the visit to Rosario Board of Trade.

Workshop:

Agribusiness in Argentina: PhD. Carlos Steiger.

The workshop included in this course will cover topics relevant to business students. Agribusiness and Food in Argentina are: Economic sectors of great relative importance in terms of GDP, exports, investment and employment. Potential drivers for the country's long term economic, social and human development. Value chains that develop mainly in the interior provinces of the country.



Universidad Austral is based in Rosario, a key geographic agribusiness hub.

Presence of multiple players and institutions cooperating for sector development.

Testimony

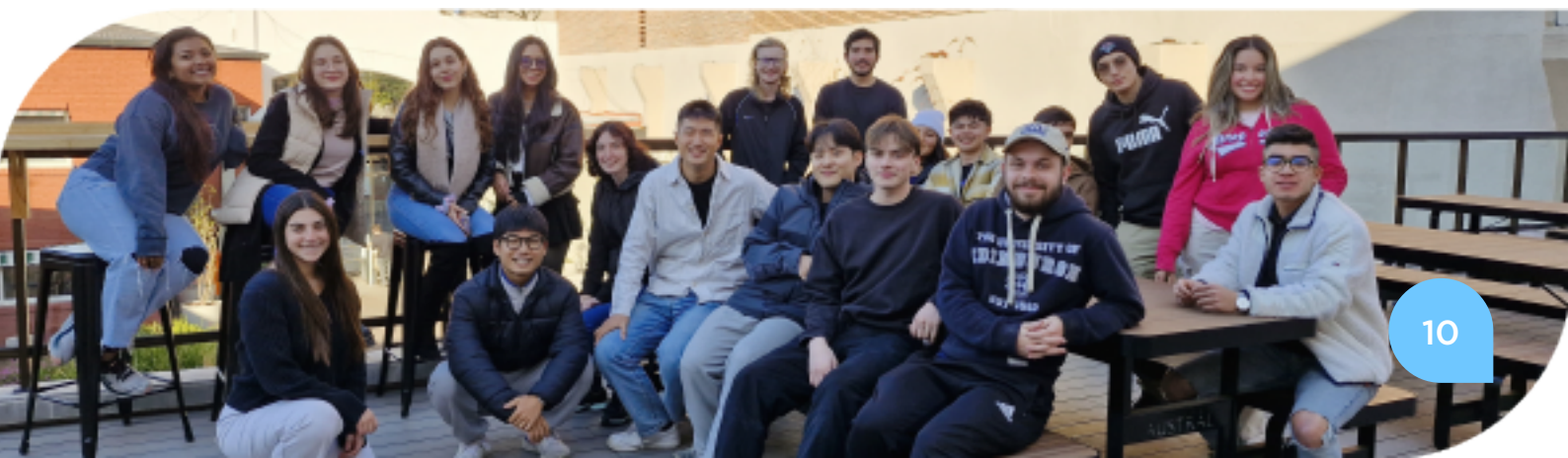
Summer School Program at Universidad Austral was a once in a lifetime experience.

The students I got to know became some of my best friends. I honestly feel so lucky to be able to meet some of these great people and that they were so open to invite us to join them. The town was a cool experience. The food was so so delicious.



Traveling by bus up to Iguazu was an incredible adventure in itself! I miss how good everything was. If I could do this program again, I would in a heartbeat! Definitely recommend doing it and meeting the people alongside it!

Courtney Sette
University of North Florida - USA



Testimony



This experience allowed me to expand my knowledge about the importance of agriculture in the region's economy and acquire valuable professional tools.

In addition to the classes, I enjoyed the beauty of the Argentine

landscapes, from the Andes Mountains to the imposing Paraná River. I also appreciated the warmth of its people and its rich culture, from which I learned a lot.

Juan Camilo Rodriguez Urrea
Universidad de La Sabana - Colombia

It was an incredibly enriching experience, both academically and personally.

I want to express my most sincere gratitude to Universidad Austral Rosario and professors like **Ciro Lavadenz** for their kindness and for welcoming us with open arms. His teachings were invaluable and have expanded my understanding of business in Latin America.



Laura Manuela Arrieta Sánchez
Universidad de La Sabana - Colombia

Testimony

The reason I applied to Austral University in Argentina was to gain a deep understanding of the economy and business environment of Latin America.



Argentina offers vastly different economic and cultural experiences. I expected these differences would open my eyes to new perspectives and provide an opportunity to understand various aspects of the global economy more comprehensively.

My goal was not only to acquire theoretical knowledge but also to gain practical experience by interacting with Argentine students and professors, which I believed would contribute significantly to both my academic and personal growth. Studying at Austral University would be a crucial step toward achieving my long-term objectives.

Interacting with students from various backgrounds emphasized the importance of collaboration and understanding in global business. Working with people from different cultural contexts enhanced my negotiation skills and teamwork, which are essential in real-world business environments.



Furthermore, all the faculties and students at Austral were so warm hearted and gave me a big welcome. I was so thankful to meet all of the new friends that I made in Argentina. The values that the Argentinian people taught me were so valuable. It will remain in my heart for a very long time.

이동훈 - **Donghoon Lee**
School of Business, Hanyang University South Korea

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