ARGENTINA AND URUGUAY
INTERNATIONAL BUSINESS

January 10-March 17, 2018 (Spring I, course dates)
March 10-17, 2018 (In-Country)

“From mighty Iguazú Falls in the subtropical north to the thunderous, crackling advance of the Glaciar Perito Moreno in the south, Argentina is a vast natural wonderland. The country boasts some of the Andes’ highest peaks. It’s home to rich wetlands... mountains painted in rustic colors, deserts dotted with cacti, massive ice fields and arid steppes in Patagonia, cool lichen-clad Valdivian forests, Andean salt flats, a spectacular Lake District, penguins, flamingos, capybaras, and more. All are stunning sights and adventures just waiting to be experienced.”

— The Lonely Planet

Description: This course prepares managers for the challenges of competing in the global marketplace, in particular conducting business in Latin America. Students will gain tools and knowledge useful for understanding the business and competitive environment as well as the unique managerial challenges of firms operating in the region. Students will be able to recognize both potential, and limitations for, international trade and investment in the region and appreciate its distinct business practices.

Application Deadline: November 1
Prerequisites: MGT 201
Courses: 3 credit hours, BUAD 400: International Business / IB 489: Study Abroad
Faculty Leader: Kelly Hewett, khewett@utk.edu
Contact: Sara Easler, seasler@utk.edu