NYU Stern School of Business &
Universidad de Palermo

Doing Business in Argentina
B86.3303.0A

Buenos Aires, Argentina
May 2010

Dates
- Wednesday, April 14, 2010 (5:00-5:45 p.m.)
  o Mandatory Pre-Departure Class Session in Stern KMC 4-120
- Sunday, May 16, 2010 – Thursday, May 27, 2010
  o 12-day program, including 8 days of academia and 3 days of non-academic programming, plus check-out day.

Course Description
“Doing Business in Argentina” is an intensive course exploring global business opportunities and challenges of doing business in Argentina in the context of Latin America and the world economy. The subjects covered include: Argentinian culture, economic history; economics of emerging markets, finance and entrepreneurship and in-culture marketing strategy.

The program addresses the perspective and business strategic opportunities of both global corporations, as well as small and medium size companies. It covers key Argentinian industries, such as finance, retail, wine, entertainment and media.

The course structure includes lectures, presentations and discussions led by Universidad de Palermo faculty experts, speakers, faculty debriefing on visits and speakers, individual and group projects, as well as local cultural activities.
Course Requirements

- Attend Stern Pre-Departure meeting
- Attend all lectures and presentations in Buenos Aires during the academic program
- Active participation in class debates and cases
- Complete the First Group Assignment – Outsourcing Operations paper
- Complete the Second Group Assignment – Private Equity paper
- Complete the Final Group Project – Power point class presentation

Attendance of all mandatory sessions noted on the Final Course Schedule is required. Failure to meet attendance and deliverable requirements will result in a failing grade.

Mandatory Pre-Departure Class Session

A mandatory pre-departure class session will be held on Wednesday, April 14, 2010, from 5:00-5:45 PM at Stern in KMC 4-120 to meet in study groups, review logistics, and discuss pre-trip work. Students that are unable to attend the pre-departure meeting will not be permitted to participate in the DBi Argentina program.

Grading

Universidad de Palermo Professors will assign grades based on the following criteria:

- 20% first assignment
- 20% second project
- 45% final project
- 15% class participation
  (Students are expected to be prepared for each activity and participate in all discussions. Active and thoughtful participation is an essential and integral part of your performance appraisal.)
- Attendance of all required sessions*

*Please be advised attendance is mandatory at all classroom lectures and corporate visits. Not attending a required session will result in a failing grade.

Students receive a letter grade that will figure into their Stern GPA.

DBi courses are developed by Stern in collaboration with the partner school. As such, DBi courses follow the same grading policies of all Stern courses. Letter grades are given and recorded on the student’s Stern transcript. The final grade is calculated into the Stern GPA. All course requirements stated on the syllabus must be met to receive a passing letter grade. Assignments are graded by the host school faculty. Final credit will be awarded once the official transcript is received from the school abroad.

Students who fail a DBi course will not receive credit and must make up these credits through additional coursework at Stern.
Course Deliverables

First Assignment
As part of the preparation for the DBi Argentina program, the first assignment will consist of identifying industries and/or companies in the U.S. that can benefit from outsourcing operations in Argentina. Each study group must prepare a report that contains:

- highlights of the company and its industry
- how it could benefit in economic and strategic terms
- legal and operational issues to be addressed in order to implement it

Format

- Group size: 4 students (may change depending on enrollment)
- Length: 3 pages maximum (no less than 2)
- Font: 12 point Arial, single spaced with an extra space between each paragraph
- Each group can attach additional items such as tables, charts, suggested websites and readings. These items must be included in a different file and are not considered for the suggested length.
- Do not use any headers or footers
- Do not insert any page numbers

Reports must be sent by email to Gabriel Foglia (gfogli@palermo.edu) and MBA International Programs (intl@stern.nyu.edu) before Monday, May 3, 2010.

Readings

1. In order to help students understand the business, economical, and social environment of Argentina, we will distribute Argentina’s Commercial Guide. In addition, please access Argentina’s Background Notes by the US Department of State http://www.state.gov/r/pa/ei/bgn/26516.htm

2. The following cases will be handed in at the pre-trip orientation meeting and should be read before flying to Buenos Aires:

   **HBS Cases:**
   “The 2001 Crisis in Argentina: An IMF-Sponsored Default? (A)”
   Rafael Di Tella; Ingrid Vogel
   Product Type: Case (Library) Pub. Date: October 27, 2003
   Length: 20p Product#: 9-704-004

   “The Barber of Buenos Aires: Argentina's Debt Renegotiation”
   Noel Maurer; Aldo Musacchio
   Product Type: Case (Library) Pub. Date: April 24, 2006
   Length: 24p Product#: 9-706-034
Recommended sources:
- And the Money Kept Rolling In (and Out): Wall Street, the IMF, and the Bankrupting of Argentina. Paul Blustein, Public Affairs (March 1, 2005).
- Coatsworth, John (Editor) and Taylor, Alan (Corporate Author), Latin America and the World Economy Since 1800, David Rockefeller Center for Latin America Studies, Harvard University, 1999.
- Nouzeilles, Gabriela, The Argentina Reader: History, Cultura, Politics (Latin America in Translation), Reed Business Information, Inc., 2002
- Shumway, Nicolas, The Invention of Argentina, University of California Press, 1991
- www.exportar.org.ar Export Development Agency official website
- www.buenosairesherald.com National newspaper published in English
- Economist Intelligence Unit - can be found at NYU library online

Second Assignment – Private Equity

Due: Friday, May 21, 2010 at 9:00 a.m.

Format
- Hard Copy
- Group size: 4 (may change depending on enrollment)
- Length: 2 pages
- Font: 12 point Arial, single spaced with an extra space between each paragraph

Content
Please answer the following questions:
If you were working for a private equity fund in the U.S. which is willing to invest in Argentina:
  a. Would you consider investing in Argentina? Why?
  b. Which industry looks attractive in order to invest? Why?
  c. Which industry does not look attractive in order to invest? Why?
  d. Which entry strategy would you use in case that you decide to invest in Argentina?
  e. Please share your thoughts on the overall economic environment at this moment.

Final Project
Due: Wednesday, May 26, 2010 at 9:00 a.m.

Format: Hard Copy and Power Point presentation
- Each group will be required to prepare a Power Point presentation to be presented orally to the DBi Argentina class on the last day.
- Group size: 4 (may change depending on enrollment)
- Length: 13 slides
- The oral presentation should last between 20 and 30 minutes
Content
Please select an American Company that is not currently operating in Argentina and that you consider that would be attracted to expand its operations to the country. Address the following issues:
   a. Strategic opportunities for this company to expand its operations to Argentina (1 slide)
   b. Industry and competitive analysis (6 slides)
   c. Target market assessment and entry strategy (2 slides)
   d. Business Model: How to adapt it to succeed in Argentina including financing strategy (3 slides)
   e. Conclusions (1 slide)

Guidelines
Companies must be selected only among the following industries:
   - healthcare
   - forest, paper, and packaging
   - mining
   - information technology
   - entertainment and media
   - education and training
   - banking and financial advisory

Study Groups
Study groups will be assigned in groups of 4 students or more (depending on enrollment) before the April 2010 Pre-Departure meeting.

FACULTY
Andrés Borenstein, Economics Professor.
Master in Finance, UTDT. Economic Officer at the United Kingdom in Argentina. Previously, Professor Borenstein held a senior position at Alto Invest SA and was an economic journalist at Diario Clarín Newspaper.

Richard Rust, Strategic Management Professor.
He has a Ph.D. in Political Science from SUNY at Albany. He was Executive Director of the Massachusetts Office of Travel and Tourism, Director of Marketing for the Caribbean Tourism Organization in NY, Director of the Empire State Building Observatory, and Independent Consultant. He currently lives in Buenos Aires.

Daniel Seva, MBA Program Director.
MBA, Stern School of Business New York University. Accountant, UB. Managing Director at Audi Capital. Previous experience in corporate finance at Banco de Galicia, and held senior positions at Galicia Capital Markets S.A. and TPCG Capital S.A.

Diego Regueiro, Marketing Professor.
BA in Management and Accounting, University of Buenos Aires. MBA, University of Michigan. Currently works as Product Manager for Zurich Insurance. Previously worked for companies such as ALL- Latam Logistics, Booz Allen & Hamilton, and Bank Boston.
Fernando Mascarenhas, Management Professor
MBA, University of Michigan. Founder and President of Intefin, a leasing company based in Argentina. He has worked for companies such as Daimler Chrysler Financial Services, Mercedes Benz and Banco Itaú.

Adrián Herzkovich, Guest Speaker
VP Fox Latin American Channels.

John Hudson, Guest Speaker
BA in Electronics, Purdue University. MBA, The Fuqua School, Duke University.

Laptop and Wireless Handheld Devices Policy
While students are encouraged to bring their laptops to work on their presentation, laptops are not allowed in the classrooms. Wireless Handheld Devices (Blackberry, Palm, Cell Phones, etc.) are not permitted in the classrooms. Please respect the professors and the partner school by adhering to this policy.

Honor code/Code of Conduct
It is a requirement that students adhere to the MBA Honor Code and Code of Conduct. Every student is obligated to report any suspected violation of the code that he or she has observed to the Academic Affairs administrator in charge on the DBi program.

http://w4.stern.nyu.edu/scorp/committee.cfm?doc_id=4797

Code of Conduct violations will be reported to and handled by the MBA Judiciary Committee upon return to Stern.

Access to computer labs, library and research facilities
All students will have complete access to computer labs, library and research facilities at Universidad de Palermo’s Graduate School of Business campus in Buenos Aires. For academic questions, please contact Daniel Seva, Universidad de Palermo Director of the MBA Program. E-mail: face@palermo.edu, Phone: (5411) 5199-1331.

Accommodations
Lodging and breakfast is included in the DBi program fee. Students will stay at the Loi Suites Recoleta which provides easy access to the city center, university, shopping, and cultural activities. Lodging is for arrival on Sunday, May 16, 2010 and for departure on the morning of Thursday, May 27, 2010. Rooms are double-occupancy. Students must pay for all extra hotel costs, including telephone bill, room service, minibar, laundry, etc.

Meals
Breakfast is provided by the hotel and included in the DBi program fee. One dinner is included in the DBi program fee. All other lunches and dinners are on your own and are not included in the DBi program fee. Students will have easy access to cafeterias, restaurants, cantinas, bars. There are a variety of cheap options (around USD $3 per meal) to very fancy options overlooking Puerto Madero. Local restaurants run $10-$30 per person for dinner.
Lunch options around Universidad de Palermo include:
Aroma - Santa Fe 2545 http://www.aromaa.com.ar/
La Payuca - Santa Fe 2587 http://www.lapayuca.com/
Arenales Café y Resto - Arenales 2399
Cocina y Cia - Santa Fe 2461
Duero - Santa Fe y Pueyrredon
Mc Donald's - Santa Fe 2468
Burger King - Santa Fe 2575

**Argentina Visa and Departure Fee**
U.S. and Canadian citizens do **not** need to secure a tourist visa prior to departure, but must pay an $18 departure fee at the airport (in U.S. dollars, cash) upon departing Argentina. You may remain in the country for up to 90 days.

All other countries’ citizens, contact the Argentina Consulate in New York for further details: http://www.congenargentinany.com/

*Note: It is the student’s responsibility to apply and receive the appropriate visas for their passports in a timely manner for the course. Refunds are not provided for those students who fail to secure their visas.*

**Group Events**
Fees and transportation for the city tour and cultural excursions are included in the DBi program fee.

**Transportation to/from Buenos Aires**
Students must arrange and pay for their transportation to/from Buenos Aires, Argentina and to/from the airport. Students **must** arrive at the hotel on Sunday, May 16, 2010 and plan to depart from the program on the morning of Thursday, May 27, 2010. Students are free to travel independently before or after the course at their own expense.

**Estimated cost and time:**

**Regular Taxi:**
Price: $60 (pesos) or $17 USD
Time: 45 minutes (can accommodate 2 or 3 passengers depending on the baggage)

**Pre-reserved Taxi:**
Price: $100 (pesos) or 30 USD
Time: 45 minutes (can accommodate 2 or 3 passengers depending on the baggage)

**Pre-reserved van (max capacity 12 students)**
Price: $20 (pesos) or $6 USD per person
Local Transportation
The Universidad de Palermo School of Business Building is located at Larrea 1079 between Santa Fe Avenue and Marcelo T. de Alvear Streets (on Larrea Street, 20 meters from Santa Fe Avenue). It is located only 9 blocks from the Loi Suites Recoleta Hotel, in the center of the Palermo neighborhood.

From Loi Suites Recoleta Hotel to the University:
- **Time:** 10 minutes
  - **Bus Line:** 60
  - **Hotel Stop:** Junín Street and Las Heras Av. (Two blocks from Hotel)
  - **School Stop:** Junín Street and M.T. de Alvear Street (Four blocks from School)
- **Time:** 10 minutes
  - **Bus Line:** 41
  - **Hotel Stop:** Pueyrredón Av. and Las Heras Av. (Three blocks from Hotel)
  - **School Stop:** Pueyrredón Av. and Charcas Street (Two blocks from School)

Fee: Each way bus fee: $0.8 or USD $0.25

For 8 days of classes: $12.8 or USD $4.30

- **To Group Events:** Group program activities include transportation and are included in the DBi program fee.
- **To Personal Activities:** Not included in the DBi program fee. At student’s expense.

Costs for Program
1. Stern Tuition for 3 Credits
2. DBi program fee for Argentina
   - Includes:
     - Universidad de Palermo expenses
     - Hotel room with breakfast for 11 nights (double-occupancy)
     - 1 group trip with transportation to Estancia Rodizio Campo
     - 1 group dinner
     - Course materials distributed in Argentina
3. Additional expenses to be covered by student (**EXCLUDED** from DBi program fee)
   - Airfare
   - Transport to/from airports
   - Airport departure fee ($18)
   - Incidentals at hotel (e.g., telephone, laundry, minibar, room service, fax, etc.)
   - 9 lunches (averages $8 per lunch)
   - 9 dinners (averages $10-$30 per dinner)
   - Local transportation to school (bus, subway, taxi)
   - Pre-trip books (optional)
   - Entertainment
   - Personal expenses
   - Golf outing (optional)
International Students
International students must contact OISS regarding their travel plans and must attend an OISS “Travel Workshop.” Also, visit the OISS website “Immigration & Employment”:
http://www.nyu.edu/osl/oiss/immigrationEmploy/travelInstructions.html

Student with disabilities
If you have a qualified disability and will require academic accommodation during this course, please contact the Moses Center for Students with Disabilities (CSD, 998-4980) and provide the International Programs Office with a letter from them verifying your registration and outlining the accommodations they recommend. If you will need to take an exam at the CSD, you must submit a completed Exam Accommodations Form to them at least one week prior to the scheduled exam time to be guaranteed accommodation.

Please Review All DBi Program Policies
Please review all of the DBi Program policies and procedures posted online at the MBA International Programs website:
http://www.stern.nyu.edu/mba/international/DBI_Program/DBI_Overview.htm

Questions
MBA International Programs
intl@stern.nyu.edu
KMC 1-75

Telephone: (212) 998-0771
Fax: (212) 995-4606

Office Hours:
Monday - Friday: 9:00 a.m. – 5:00 p.m.

Walk-in Hours:
Monday – Thursday: 12:00 – 1:00 p.m.; 4:00 – 5:00 p.m.
Appointments: 24 hours in advance
# Course Schedule (Tentative, Subject to Change)

**New York City, United States**

<table>
<thead>
<tr>
<th>April 2009</th>
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</thead>
<tbody>
<tr>
<td>Wednesday, 14</td>
<td>5:00 – 5:45 pm Pre-Departure Meeting (KMC 4-120): Study Group Assignments Review and 1st Assignment Topic Selection</td>
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<table>
<thead>
<tr>
<th>May 2009</th>
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<tbody>
<tr>
<td>Monday, 3</td>
<td>Assignment #1 Due – Submit to: Stern and Universidad de Palermo</td>
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**Buenos Aires, Argentina**

<table>
<thead>
<tr>
<th>May 2009</th>
<th>Morning 9:00-13:00</th>
<th>Afternoon 14:00-17:00</th>
<th>Evening</th>
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<tbody>
<tr>
<td>Sunday, 16</td>
<td>Students must arrive and check in by 1 pm</td>
<td>City Tour – Buenos Aires 2:00 pm-6:30 pm Meeting Point: Loi Suites Hotel Lobby. Students will be dropped off at Buller Pub</td>
<td>Happy Hour- 6:30 pm Buller Pub (R.M. Ortiz 1827 Recoleta, Buenos Aires)</td>
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<tr>
<td>Monday, 17</td>
<td>8:20 Meet in hotel lobby 9:00-10:00 Orientation 10:00-10:15 Break 10:15-12:00 Argentina’s Current Economic and Political Situation U.S. Embassy Rep.</td>
<td>12:00-1:30 Free Time/Lunch 1:30-2:30 <em>Doing Business in Argentina</em>: Professor John Hudson</td>
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<tr>
<td>Tuesday, 18</td>
<td>9:00-11:00: History of Argentina from an economic perspective - Professor Andrés Borenstein 11:00-11:15 Coffee break 11:15-1:00 Current Economic and Political Situation in Argentina - Professor Andrés Borenstein</td>
<td>Free Time</td>
<td>8:00 Tango Show and Dinner at Señor Tango- Meet in lobby at Loi Suites Hotel</td>
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<tr>
<td>Wednesday, 19</td>
<td>9:00-11:00: Financial markets in Argentina - Professor Andrés Borenstein. 11:00-11:15 Break 11:15-1:00: Private Equity Funds in Argentina - Professor Andrés Borenstein.</td>
<td>1:00-2:30: Lunch/Free time 2:30-5:00 Entrepreneurship in Argentina. Local and Global Markets. Current Situation. Strategic Opportunities, Professor Alejandro Mashad (Director at Endeavor Argentina) Guest speaker: Rodolfo Montes de Oca, founder of Zott Producciones (<a href="http://www.zott.com.ar">www.zott.com.ar</a>)</td>
<td>6-8 Tango Classes - Meet in lobby at Loi Suites Hotel</td>
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<tr>
<td>Thursday, 20</td>
<td>9:00-11:00 Modern Risk Assessment in Latin America – Professor Richard Rust. 11:00-11:15 Coffee break 11:15-1:00 Workshop on Risk Assessment in Argentina</td>
<td>1:00-2:30 Lunch/Free Time 4:00 MALBA Museum- Meet in the hotel lobby.</td>
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### MBA Academic Affairs – International Programs
Doing Business in Argentina (B86.3303.0A)

*Tentative Course Syllabus (Subject to Change)*

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
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<tbody>
<tr>
<td>Monday</td>
<td>9:00-11:00</td>
<td>Marketing Class: Consumer behavior in Argentina - Professor Diego Regueiro</td>
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<td>11:00-11:15</td>
<td>Coffee break</td>
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<td>11:15-1:00</td>
<td>Marketing Class: Consumer behavior in Argentina - Professor Diego Regueiro</td>
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<tr>
<td>Tuesday</td>
<td>10:00-11:30</td>
<td>Small and Medium Businesses in Argentina. Local and Global Market. Current Situation Overview. Strategic Opportunities, Professor Fernando Mascarenhas (Study group 1)</td>
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<td></td>
<td>11:30-11:45</td>
<td>Coffee break</td>
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<td></td>
<td>1:00-2:30</td>
<td>Guest Speaker: Daniel Blanco, Propymes Program, Tenaris <a href="http://www.programapropymes.com">www.programapropymes.com</a></td>
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<tr>
<td>Wednesday</td>
<td>9:00-1:00</td>
<td>Final Presentations Gabriel Foglia and Daniel Seva.</td>
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<tr>
<td>Thursday</td>
<td>Check out of hotel/ Return to U.S.</td>
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<td><strong>Color Key:</strong></td>
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<td>Academic Lecture = Mandatory (33 hrs.)</td>
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<td>Social/Cultural = Optional</td>
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<td>Assignment Due = Mandatory</td>
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Tentative Schedule:

DATE: SUNDAY, MAY 16

14.00 - 18.30 CITY TOUR IN BUENOS AIRES
Meeting Point: Loi Suites Recoleta Hotel Lobby.

18.30 Welcome Happy Hour- Buller Pub (R.M. Ortiz 1827, Recoleta, Buenos Aires)

DATE: MONDAY, MAY 17

9.00 - 10.00 ORIENTATION MEETING
Meeting Point: Universidad de Palermo Graduate School of Business located at Larrea 1079 Buenos Aires.

Agenda:

- Welcome to Universidad de Palermo, Gabriel Foglia, Dean of the School of Business.
- Doing Business in Argentina Program Overview - Academic Topics, Daniel Seva, Director of the MBA Program.
  Syllabus and Assignments overview. Grading and Attendance Policies.
- Program Overview - Cultural Events, Gabriel Krell, Academic Coordinator
  Buenos Aires and University campus map. Cultural Activities Overview. Dinning preferences for scheduled activities. Useful Information. Public Transportation information. Program materials, nametags, folders, student ID. Travel agent contact for other entertainment options, free day trips and guidelines (i.e. visa situations).

10.00 - 10.15 Coffee Break

10.15 - 12.00 United States Embassy Representative. Class on Argentina Current Economic and Political Situation. (At Universidad de Palermo)

12.00 – 1.30 Free Time Lunch

1.30 – 3.00 Doing Business in Argentina. Topics and considerations related to local culture, environment and business traditions. Professor John Hudson.
### DATE:  **TUESDAY, MAY 18**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>9.00 - 11.00</td>
<td>History of Argentina from an economic perspective. Political, social and economic macro-analysis. Lessons for the future - Professor Andrés Borenstein</td>
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<tr>
<td>11.00 - 11.15</td>
<td>Coffee break</td>
</tr>
<tr>
<td>11.15 - 13.00</td>
<td>Current economic and political situation in Argentina - Professor Andrés Borenstein</td>
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</tbody>
</table>
| 20.00 | Tango Show and Dinner at Senor Tango  
Meet in Loi Suites Hotel Lobby at 8 pm to depart for Tango Show. Transport includes transfer to Tango Show, and after the show, transfer to the Loi Suites Hotel. |

### DATE:  **WEDNESDAY, MAY 19**

<table>
<thead>
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<th>Time</th>
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<tbody>
<tr>
<td>9.00 - 11.00</td>
<td>Financial markets in Argentina, Professor Andrés Borenstein.</td>
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<tr>
<td>11.00 - 11.15</td>
<td>Coffee break</td>
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<tr>
<td>11.15 - 13.00</td>
<td>Private Equity Funds in Argentina. Professor Andrés Borenstein.</td>
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<tr>
<td>13.00 – 14.30</td>
<td>Free Time/Lunch</td>
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</table>
| 14.30 | Entrepreneurship in Argentina. Local and Global Market. Current Situation. Strategic Opportunities, Professor Alejandro Mashad (Director at Endeavor Argentina)  
Guest speaker: Rodolfo Montes de Oca, founder of Zott Producciones (www.zott.com.ar) |
| 18.00-20.00 | Tango classes at Viejo Almacén - http://www.viejo-almacen.com.ar/  
(Please meet in Loi Suites Hotel lobby at 6 pm to depart for Tango classes) |

### DATE:  **THURSDAY, MAY 20**

<table>
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<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>9.00 - 11.00</td>
<td>Modern Risk Assessment in Latin America, Professor Richard Rust</td>
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<tr>
<td>11.00 - 11.15</td>
<td>Coffee break</td>
</tr>
<tr>
<td>11.15 - 13.00</td>
<td>Workshop on Risk Assessment in Argentina, Professor Richard Rust.</td>
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<tr>
<td>13.00 – 14.30</td>
<td>Free Time/Lunch</td>
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</table>
| 16.00 | Depart from Loi Suites lobby at 4 pm.  
Visit with bilingual guide to MALBA Museum.  
Transport includes transfer from Lois Suites to the MALBA Museum.  
Students can depart from the museum on their own once tour has finished.  
The museum is located near the Paseo Alcorta shopping mall.  
http://www.malba.org.ar |
DATE: FRIDAY, MAY 21 - Second Assignment Due
9.00 - 11.00 The United States and Argentina: 2010 and beyond - business, economic and security factors, Professor Richard Rust.

11.00 - 11.15 Coffee break

11.15 - 13.00 Case Study (The 2001 Crisis in Argentina: An IMF-Sponsored Default? (A) - HBS). Professor Richard Rust.

13.00-14.30 Free Time/Lunch

14.30 Cable Industry in Argentina. Corporate Guest Speaker: Adrián Herzcovich, VP Fox Latin America Channels.
Cable Industry Overview. Fox Latin America Background, competitive advantage, products, strategy and opportunities.
Place: Fox Latin American Channels, Honduras 5517, Buenos Aires.

DATE: SATURDAY, MAY 22
Day Trip: Option A:
9.00 Day Trip to Estancia Rodizio Campo
Website: http://rodiziocampo.com.ar/
Meet in Loi Suites Hotel Lobby to depart for Estancia at 9 am.

Location: Ruta 5, Km 71 - Luján - Bs. As.
Description: Ranch-house, resting areas swimming pool, soccer fields, volleyball, playroom, Horseback, wagon and carriage rides. Argentinean barbecue lunch. Farm visit. Tea with traditional Argentinean “mate,” cakes and pastries.

17.00 Departure from Rodizio Campo to Hotel Loi Suites

Day Trip: Option B:
Golf Outing at Pilar Golf
Website: www.pilargolf.com.ar – Details will be arranged based on the number of players.
(Not included in the program fee)

DATE: SUNDAY, MAY 23
Free Day
DATE: MONDAY, MAY 24

9.00- 11.00 Marketing Class: Consumer behavior in Argentina. Professor Diego Regueiro
11.00- 11.15 Coffee Break
11.15 - 13.00 Marketing Class: Consumer Behavior in Argentina. Professor Diego Regueiro
13.00 – 14.30 Guest Speaker, Marketing Director of Supermercedo Carrefour in Argentina.

DATE: TUESDAY, MAY 25

11.30 - 11.45 Coffee break
13.00 - 14.30 Free Time Lunch
14.30 Professor Daniel Seva briefing on procedures, grading, expectations for the final presentations.

DATE: WEDNESDAY, MAY 26

9.00 - 09.05 Final Project presentations due. Presentations will be received in hard copy.
9.05 - 11.00 Final project group presentations- Professors Gabriel Foglia and Daniel Seva.
11.00 - 11.15 Coffee Break
11.15 - 13.00 Final project group presentations and final conclusions, - Professors Gabriel Foglia and Daniel Seva.
20.00 Farewell dinner with Universidad de Palermo Faculty- Arguibel (Arguibel 2826 – Las Cañitas, Buenos Aires) http://www.arguibel.restaurant.com.ar/

Students will travel independently to and from the farewell dinner.