

SYLLABUS

IBUS 388 ST: DOING BUSINESS IN LATIN AMERICA Spring 2017 (Revised 27 March, '17)

University of Richmond: Robins School of Business
M and W 9:00 – 10:15 a.m. Room Q282

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“Borders frequented by trade seldom need soldiers.”
Dr. William Schurz: President, Thunderbird School of Global Management 1949-52

COURSE INTRODUCTION

Welcome/Bienvenidos! Latin America is a vast region of 600 million people stretching from the Rio Grande (called the Rio Bravo del Norte in Mexico) to Tierra del Fuego. This is a large market for US firms, including smaller and medium-size businesses (SMEs). You do not have to be a General Electric or IBM to do business in Latin America. Your key task in the course will be to develop market entry strategies for a Richmond-area business seeking to expand sales in Latin America. Each student consultant team will research, prepare, present (and defend!) strategic market entry plans for the client and me.

CONFIDENTIAL: Our client this year is UNOS (United Network for Organ Sharing.) <https://www.unos.org/> UNOS directs the national Organ Procurement and Transplantation Network <https://optn.transplant.hrsa.gov/> This is the national donor network and waiting list for most organ transplants, including: kidneys, hearts, livers, etc. UNOS operates via an exclusive federal contract from U.S. Dept. of Health and Human Services. UNOS seeks to explore opportunities in Latin America for consulting and licensing of their data research system for the development of transplant networks.

You will have access to important data and management information from our client. This information is strictly confidential and may not be discussed or shared with other UR students not enrolled in the course, friends, family, etc. In addition, your final strategic plans will be confidential and proprietary. All students and the professors will be expected to sign non-disclosure agreements.

During the course, we will discuss basic marketing principles as well as the decision-making process for international market planning. This includes political, economic, demographic, and cultural considerations in the target countries. We will also be working with Prof. William Benos and students from the UR School of Law enrolled in the “International Business Planning Seminar.” A law student will be assigned to each Robins School team to help identify international legal issues associated with the UNOS project.

I also anticipate that we will be working with a couple of major universities in Latin America to assist with local research, identification of key contacts, information on the transplant market in selected countries, etc.

My key goal is for you to develop an analytical framework and skill set for business planning in Latin America. This should enable you to quickly add value to a new employer in the private OR public sector. Public sector entities (not-for-profits, government agencies, charitable foundations, etc.) apply the same kind of analysis to evaluate prospective international development projects. You may wish to add this course to your resume or CV. This could be an excellent discussion topic during your job interviews.

The “Doing Business in Latin America course” is part of the University of Richmond Community Based Learning (CBL) program. CBL courses provide UR students with “hands on” experiential learning opportunities with businesses and organizations in Richmond. <http://engage.richmond.edu/cbl/>

I will also be offering an optional Culture and Language Across the Curriculum (C-LAC) Spanish discussion course linked to the Doing Business in Latin America course. We will discuss short articles, videos, etc. in Spanish about Latin America. All C-LAC courses are pass/fail and carry ¼ unit of credit. The C-LAC Spanish course will meet on Monday afternoons from 4:30 – 5:20 p.m.

LEARNING OBJECTIVES

- 1. Understand key principles in market planning as well as the elements of an international marketing plan.**
- 2. Identify significant historical, political, economic, and demographic factors in selected Latin American countries that will affect our project.**
- 3. Recognize current management issues including: government policies, health care systems, legal structure, financial considerations, etc. that will affect our project in selected Latin American countries.**
- 4. Expand research competencies for international marketing analysis.**
- 5. Learn how to identify, quantify, and manage risks.**
- 6. Develop sensitivity to key cultural factors in Latin America and how they might affect market entry strategies and in-country operations.**
- 7. Understand the role of an attorney (either in-house or outside counsel) in the international business planning process.**
- 8. Develop your interview, public speaking, writing, and team project skills.**
- 9. Develop a print or video promotional piece in Spanish for the client.**
- 10. Have fun with the course and project!**

MY EXPECTATIONS

I want to create a nice learning environment for you and your peers during our class sessions. To do this, I ask that you respect a few basic ground rules:

Arrive to class on time. Attendance will be taken.

Please turn off your cell phone, laptops, and other electronic devices. I will let you know in advance if there is a class assignment where laptops, etc. would be useful.

CLASS SCHEDULE

A separate class schedule will be distributed.

Please note that the final client presentations will be held on Monday morning, April 24th, from 9:00 a.m.– 12:00 p.m. This is assigned final exam time for the class. (There will not be a separate final exam.)

BOOKS AND COURSE MATERIALS

UNOS website: <https://www.unos.org/> (This is a complex website with a large amount of information.) Specific pre-reading materials will be distributed before our planned visit to UNOS on Monday, January 16, 2016.

Business in Emerging Latin America: 2014 Robles, Wiese, and Torres-Baumgarten

Left Behind: Latin America and False Promise of Populism: Sebastian Edwards

Published: 2010. Paperback edition: 2012

The above books are available in paperback via Amazon, etc.

International Marketing, 5e Fifth Edition: 2016 by Dana-Nicoleta Lascu, Ph.D. (Dr. Lascu is a Professor of Marketing at UR.) This e-book is available from Textbook Media:

Go to www.textbookmedia.com. Register. It will take about 60 seconds. You will be taken to My Account. You will see “You currently have no books to view.” To find your book, click on Booklist. Locate the book and click on Pricing Details. You will have options for the format (e-book, pdf, and three print formats). Read the descriptions and make your choice. Click on Add to Cart, then Checkout. Then you will see a page for Review Order. Once processed, e-book orders will be in My Account. Print orders may take up to seven business days, but you will have the online book immediately in My Account.

Questions? Contact Ed Laube at Textbook Media Co. E-mail: elaube@textbookmedia.com

STUDENT EVALUATION

All assignments are due at the stated times unless you have a valid university excuse. Late assignments are subject to a reduced grade.

10%: Client interview meeting and post-meeting analysis:

Prepare a one-page document with seven interview questions/issues for the client meeting. These will be handed in before the meeting.

Prepare a two-page summary of the client meeting. You should discuss the client's business, international objectives and your initial analysis of the key international market planning issues for the client.

10%: Preliminary country rankings:

Each student will develop a one-page country ranking spread sheet of your "top seven" countries in Latin America. (Note, Latin America also includes the Caribbean.) Your country rankings will be based on your analysis of: country risk factors, potential market opportunities, and the goals of the client. In addition to the grid/spread sheet, you will prepare a two-page explanation of your country rankings and the methodology used.

15%: Quiz:

This will be based on assigned readings and our classroom discussions.

50%: Team client final presentation. (Approx. 30 minutes.) This will include:

An outline and a preliminary draft of the final presentation.

The final presentation:

Power Point presentation.

Executive summary. A 5+ page summary of the team's analysis and recommendations. You should also include an appendix of key resources, data, and local contacts, etc. This will be a reference document for the client to use after the formal presentation.

(NOTE: each team must schedule at least one visit with the UR Speech Center before the final presentation to the client. Do NOT wait until the middle of April to try to set up an appointment with the Speech Center.)

15%: Personal engagement: attendance, class participation, etc.

During the semester, each student will lead a 7-10 minute class discussion about a recent article from: *The Wall Street Journal*, *The Economist*, Center for Strategic & International Studies: <http://csis.org/program/americas-program>, etc. The article should focus on a current Latin American business issue, transplantation, cultural developments, etc. that might affect the client's marketing strategies.

TENTATIVE GUEST SPEAKERS

Prof. William J. Benos: UR School of Law (UR Law grad.)

Ms. Dorothy Erlanger: Erlanger, Inc., Richmond

Mrta. Margo Galvan: State of New Mexico Trade Office in Mexico City

Prof. Carlos Enrique Jacome M.: Tecnologico de Monterrey, Mexico (Campus Santa Fe-Mexico City)

Mr. Bernardo Jativa: Blueframe Consultancy, Reston, VA (UR RSB grad.)

Mr. Josh Kaplan: U.S. Dept. of Commerce, Richmond

Mr. Lit Maxwell: UR Business Library (UR grad.)

Ms. Aileen Nandi: U.S. Dept. of Commerce, El Salvador (UR grad.)

Dr. Anne-Marie Zwerg: Universidad de la Sabana, Colombia

OFFICE HOURS

My office is in Q155B in the Robins School. My office hours are Mondays 11:00a.m. - 1:00 p.m. Other hours may be arranged by appointment. Please feel free to contact me with any questions or concerns about the course. I also have a mailbox located in Room Q361 of the Robins School.

INSTRUCTOR BIOGRAPHY

George L. Hiller has taught courses at the University of Richmond since 1994. His academic areas of interest include: globalization, international business, Latin American studies, international education, and Spanish. He co-developed the JD-MBA international business planning course with the UR School of Law and the Robins School of Business.

Previously, Prof. Hiller managed export promotion programs in Latin America for Virginia's state economic development office. He established the state trade office in Mexico City and coordinated trade missions in Latin America and Europe for Virginia governors. Earlier in his career, he worked as an international trade banker, government attorney, and international education program director for a group of small colleges in SW Virginia. Prof. Hiller has received several US Dept. of Education international business development grants and consults with US universities on international grant development.

Prof. Hiller is from Albuquerque, New Mexico, His BA degree in history with a concentration in Latin America is from the University of New Mexico; MBA from the

Thunderbird School of Global Management; and JD from the University of Richmond School of Law. He is an active member of the Virginia Hispanic Chamber of Commerce and a big fan of the UNM Lobos, Kansas City Royals, and BVB-Borussia Dortmund.

UR STUDENT RESOURCES

- If you experience difficulties in this course, please do not hesitate to consult with me. There are also other resources that can support you in your efforts to meet course requirements.

- **Academic Skills Center** (<http://asc.richmond.edu> 289-8626 or 289-8956: Helps students assess their academic strengths and weaknesses; hone their academic skills through teaching effective test preparation, critical reading and thinking, information processing, concentration, and related techniques; work on specific subject areas (e.g., calculus, chemistry, accounting, etc.); and encourage campus and community involvement.

Boatwright Library Research Librarians

(<http://library.richmond.edu/help/ask.html> 289-8669): Assist students with identifying and locating the best resources for class assignments, research papers and other course projects. Librarians also assist students with questions about citing sources correctly. Students can schedule a personal research appointment, meet with librarians in the first floor Research and Collaborative Study area, email, text or IM. The UR Business Librarian is Mr. Lit Maxwell: lmaxwell@richmond.edu or 289-2866.

- **Career Services** (<http://careerservices.richmond.edu/> 289-8547: Can assist you in exploring your interests and abilities, choosing a major, connecting with internships and learning experiences, investigating graduate and professional school options, and landing your first job.

- **Counseling and Psychological Services** (<http://caps.richmond.edu> or 289-8119: Assists students in meeting academic, personal, or emotional challenges. Services include assessment, short-term counseling and psychotherapy, crisis intervention, psychiatric consultation, and related services.

- **Speech Center** (<http://speech.richmond.edu> 289-6409: Assists with preparation and practice in the pursuit of excellence in public expression. Recording, playback, coaching and critique sessions offered by teams of student consultants trained to assist in developing ideas, arranging key points for more effective organization, improving style and delivery, and handling multimedia aids for individual and group presentations.

- **Writing Center** (<http://writing.richmond.edu> 289-8263: Assists writers at all levels of experience, across all majors. Students can schedule appointments with trained writing consultants who offer friendly critiques of written work.

OTHER INFORMATION

UR Honor Code: Students are expected to abide by the UR Honor Code.
<http://spcs.richmond.edu/about/honorcode.html>

Plagiarism: Plagiarism is the taking of the ideas, works, or words of others and representing them as your own whether one intended to do so or not. Ignorance of academic standards or proper citation is irrelevant. Note that these standards apply to written papers as well as PowerPoint presentations.

To avoid plagiarism: **FIRST** – use quotations sparingly and only as needed to make significant points. **SECOND** – follow official APA style guide requirements on how to quote and cite sources. **THIRD** – never, under any conditions, use the exact words of another author without quoting and citing. **FOURTH** – read the material, find the concept or thought that is important, think about it, and close the book or turn over the article. Explain the concept in your own words, without returning to check the original source. When in doubt, ask your professor for guidance.

Inclement Weather Reminder: In case of inclement weather, the University's policy is to remain open unless there is an official announcement to the contrary via the emergency hotline (289-8760), a voicemail broadcast, or an e-mail from the Emergency Response Team (ERT). Please call the Emergency Hotline if you have any questions about closings.

UR Religious Observation Policy: The University of Richmond values and supports students' religious observances. Students who will miss class or other academic assignments because of religious observance are responsible for completing missed work. Students should contact me within the first two weeks of the semester to make arrangements. The UR religious observance policy may be found here:
<http://registrar.richmond.edu/services/policies/index.html>