

MANA 7353
Regional Issues in Global Management: Latin America

Winter Mini Session: December 22, 2025- January 16, 2026

Room: Melcher Hall
Professor: Dr. Steve Werner
Office: 315G Melcher Hall
Room: Mandatory orientation, TBD: 6:00pm-10:00pm
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Office Hours: By appointment.

COURSE OBJECTIVE

The main purpose of this course is to introduce students to the important issues of doing business abroad, specifically in Latin America, focusing on Argentina. We will look at all aspects of business in Latin America, including the country culture, the business culture, firm structures, human resource management, accounting practices, financial practices, marketing, and information systems. We will look at how business in Latin America differs from business in the United States, and what managers in multi-national organizations should know when doing business with Latin American companies. Students will experience the Latin American culture first hand with a trip to Argentina.

REASONABLE ACADEMIC ADJUSTMENTS/AUXILIARY AIDS

The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact [the Justin Dart Jr. Student Accessibility Center](#) (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

ACADEMIC HONESTY POLICY

The Bauer College of Business is proud of the high quality of our students and our academic programs. We recognize the importance of academic honesty in maintaining our high standards. In the rare situation where there may be a breach of academic honesty, we would appreciate your assistance in bringing the situation to our attention. We will, of course, take appropriate action in all cases. If you have questions about the Academic Honesty Policy, it is included in the [Student Handbook](#). The staff of the Dean of Students Office are also available to answer questions.

COURSE EVALUATIONS

The Bauer College of Business has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions. We openly encourage students to provide feedback to the instructors and the Bauer College of Business through the evaluation process.

UH CAPS

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps<<http://www.uh.edu/caps>>) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the "Let's Talk" program (http://www.uh.edu/caps/outreach/lets_talk.html), a drop-in consultation service at convenient locations and hours around campus.

CLASSROOM AND TRIP CIVILITY

As students enrolled in courses offered by the Bauer College, you are expected to adhere to the ethical principles described in the Bauer Code of Ethics and Professional Conduct (Bauer Code), in addition to those required by the UH Student Handbook. You may review the Bauer Code by clicking on the following link - <http://www.bauer.uh.edu/BCBE/BauerCode.htm>. You may obtain a copy of the UH Student Handbook from the Dean of Students Office located in room 252 of the University Center, or by visiting the publications webpage on the Dean of Student's website at <http://www.uh.edu/dos/pub.html>. Students are expected to conduct themselves as follows:

- Timely arrivals and departures – It is expected that you arrive on time and be prepared to depart on any excursions on time. Further, it is expected that you be at the designated meeting place to return to the hotel on time.
- Attention during lectures and visits – It is expected that you participate and provide your full attention during tours, lectures and company visits. This means that you should avoid unnecessary discussions with fellow students; taking photographs, read newspapers or magazines; or other activities that may be disruptive. You should also make sure that you get enough sleep the previous evening, so that your attention is not impaired during program activities.
- Unauthorized use of cell phones or beepers during trip activities – Please turn your cell phones and beepers off before coming to any course activities. If you find it necessary to keep your phone turned on, please put it on vibrate mode.
- Respect for hosts, guest lecturers, other students, and other hotel guests – Students should treat hosts, guest lecturers, other students, and other hotel guests in a respectful manner.
- Preparation for class – You are expected to prepare for the trip by completing all assignments and researching each organization visited. Your preparation will show by the quality of your questions and comments.
- Harassment – Making harassing or obscene comments or gestures to other students, faculty, guest lecturers, or hosts will not be tolerated. This includes sending harassing or obscene email or voice messages to others.

EXCUSED ABSENCE POLICY

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

CANVAS

Canvas will be used in this class as a course management tool. Specific options for this class are described below. To access Canvas, please obtain a Cougernet ID and login at:

<http://www.uh.edu/canvas>. If you have questions about Canvas or need technical assistance, you can click on the “get help” link on the Canvas website, call the help-line at 713-743-1411 (M-F 8am-8pm), or visit the IT Support Center in room 56 of the library (M-F 8am-8pm).

Contact me for any course-related questions.

- Discussion Board
The discussion board tool will be used for weekly discussions on topics from the required readings.
- Grades
Use this tool to access your grades for this class including assignments, presentations, and the final course grade.
- Assignments
Use this tool to submit assignments including the pre-trip questions, and the Reflection paper.

TEXTS

Robles, F., & Wiese, N.M. (2023). *Business in Latin America*, 2nd Ed. Routledge. ISBN: 978-1032022772.

Spillan, J. E., Virzi, N., & Garita, M. (2014). *Doing business in Latin America: Challenges and opportunities*. Routledge. ISBN: 978-0-415-89599-6.

You are also required to read (before the trip to Argentina) the country studies available from the following sources:

[Argentina International Travel Information](#) (U.S. State Dept. Argentina)

[Argentina - The World Factbook](#) (CIA World fact book – Argentina)

[Argentina - Market Overview](#) (U.S. Commercial Service site).

DETERMINANTS OF THE TERM GRADE

PERCENTAGES

Pre-trip questions	= 20%
Reflection paper	= 20%
Contribution	
On Trip	= 50%
On Web discussions	= 10%
Total	= 100%

POINTS

Point values are as follows:

Pre-trip Questions.....	20 points
Reflection paper.....	20 points
Trip Participation.....	50 points
On-Line Participation.....	10 points
Total.....	100 points

GRADES

Grades will be based on the following point totals:

A	93.0 - 100.0 points
A-.....	90.0 - 92.9 points
B+.....	87.0 - 89.9 points
B	83.0 - 86.9 points
B-.....	80.0 - 82.9 points
C+.....	77.0 - 79.9 points
C	73.0 - 76.9 points
C-.....	70.0 - 72.9 points
D+.....	67.0 - 69.9 points
D	63.0 - 66.9 points
D-.....	60.0 - 62.9 points
F	00.0 - 59.9 points

CONTRIBUTION

The Argentina trip is a vital part of this course. Students are expected to positively represent the University of Houston, act professionally, abide all the laws of the country being visited, participate in all excursions and seminars (unless they are deemed optional), and to attend all classes. Violating the Bauer Code, delaying the group, being disruptive, being inattentive, drinking alcohol during program activities, missing activities, and bringing along guests are examples of behaviors that will negatively affect the contribution grade. Students' behaviors on the trip counts 50 points. Canvas discussion contribution counts 10 points. The Canvas discussion will be based on the week's readings as specified on the schedule below. Canvas discussion contribution points will be based on the quality and quantity of each student's postings, as well as the quantity of postings each student has read. High quality postings will be more than just opinions; they will include references and links to material that supports the opinions. Students are expected to contribute two quality posts per week, for a minimum total of 8 quality posts. To get full credit, students are expected to read at least 90% of the posts.

REFLECTION PAPER

This paper is meant to be the final integrating component of your experience on this trip. It should be 4 – 6 pages in length, 1.5-line spacing, normal size font (no larger than 12 point). It consists of two parts:

1. Your own thoughtful reflection on the trip, your experience and how it might connect to your future endeavors, personal or professional; these trips are a type of experiential learning – you derive knowledge and insights from participation in the trip itself. At your stage of academic career, as a graduate student, I expect more insight in your paper than a bulleted list of things that you saw.
2. What did you see in Argentina, what did you expect? In terms of the substantive portion of the course, was there something that you expected; something you missed? Look for manifestations of things you can't see directly but that impact the environment – politics, climate, social issues and so on. Go back to the books and other readings and draw inspiration from those. The paper should be turned in via Canvas' assignment function and will be submitted to turnitin.com to be analyzed for plagiarism. (Go to http://www.turnitin.com/research_site/e_home.html to learn more about plagiarism and how to avoid it.) The paper is worth 20 points and is due January 21st by 10:00am, with 2 points off for every day late.

PRE-TRIP QUESTIONS

During orientation, students will be given the name of at least three companies we will be visiting in Argentina. Each student should research three companies and for each of the three provide me with 1) a one paragraph summary of the company; and 2) three questions that would be appropriate to ask a company representative. The questions should show considerable thought, a basic knowledge of the company, and be course related. **That is, the questions should be related to some aspect of doing business in Latin America or Argentina not just how that company does business in general.** Questions that can be answered in one word (or a short sentence), that are not course related, and questions that might be embarrassing to company employees are not appropriate. These 3 paragraphs and 9 questions are due by 5:00pm, January 5th and should be turned in via canvas assignments. The questions are worth 20 points, with 2 points off for every day late.

ASSIGNMENT SCHEDULE

<u>Date</u>	<u>Topic</u>	<u>Readings</u>
November 6pm-10pm	Mandatory Orientation for the Argentina Trip	
December 22 nd	TOPIC: Intro to Argentina First day of on-line class.	Spillan, Chapters 1-2 Robles, Chapter 1
December 26 th	TOPIC: Latin American Business Environment	Spillan, Chapters 3,5,6 Robles, Chapters 2-3,6
December 29 th	TOPIC: Latin American Culture and Entrepreneurship	Spillan, Chapters 4, 7 Robles, Chapters 4-5,10
January 2 nd	TOPIC: Management in Latin American	Spillan, Chapter 9 Robles, Chapt 8-9,12
January 5 th	TOPIC : Marketing in Latin America PRE-TRIP QUESTIONS DUE by 5:00pm.	Spillan, Chapter 8 Robles, Chapters 7
January 9 th	Last day of Canvas discussions. Discussion Board closes at 10:00am.	
Jan. 11 th -17 th	TRIP TO ARGENTINA Reflection paper may be turned in anytime between January 17 th and the due date.	
January 21 st	REFLECTION PAPER DUE by 10:00am.	

The schedule is tentative and may change due to situational factors.